DECEMBER 7, 1959

THIRTY-FIVE CENTS

# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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FIRST BY FAR IN DALLAS

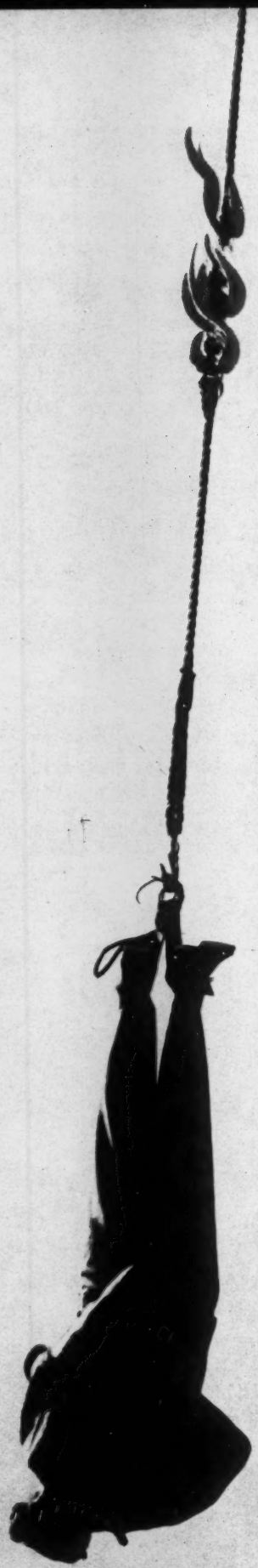
KLIF

FIRST IN HOOPER* AND PULSE† SINCE MARCH, 1955

* Hooper—Mon.-Sat. 7 A.M.-6 P.M.
† Pulse—Sun.-Sat. 6 A.M.-12 Midnight

A McLENDON STATION — REPRESENTED BY JOHN BLAIR & COMPANY

OTHER McLENDON STATIONS: KABL — SAN FRANCISCO; KILT — HOUSTON
WAKY — LOUISVILLE; KEEL — SHREVEPORT; KTSA — SAN ANTONIO



*Available for the first time because...*

# YOU ASKED FOR IT!

WITH SMILING JACK SMITH as host, this famous favorite of TV half-hours—**YOU ASKED FOR IT**—is now available on film for your markets.

With ratings consistently around 20 and better in all services, **YOU ASKED FOR IT** has a family audience ideally balanced between men, women and children... a huge audience of prospective customers.

PRE-TESTED for more than 8 years on 81 network stations, **YOU ASKED FOR IT** has never been without a sponsor. One sponsor reports that, using this program as his only advertising, his business increased 5 times in 4 years.

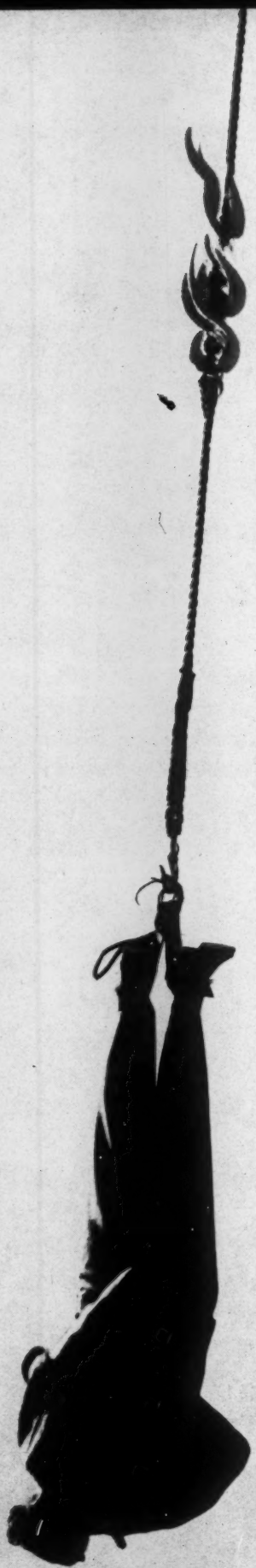
80,000 MAIL COUNT per year every year verifies audience interest ... and interest means potential sales.

104 EPISODES AVAILABLE right now... so investigate **YOU ASKED FOR IT** today.

## CROSBY / BROWN PRODUCTIONS

BING CROSBY, Chairman • KENYON BROWN, President
Telephone or wire collect:
HENRY R. FLYNN, General Manager
915 North La Brea Ave., Hollywood 38, Calif., OLdfield 6-6050

Check these other shows from CROSBY/BROWN who produce and syndicate true-to-life travel and adventure programs.



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# VITAL

**TO THE NATION**—In this space . . . over the last twelve months, we have been talking about Houston. Our advertisements have tried to show the scope and importance of the Houston market, and the vital place that our station occupies in that market.

Now as we begin our sixth year of operation, we give a grateful salute to the entire television industry and to the vital place that it occupies in the nation's life. We are proud to be a part of that industry, and we here reaffirm our belief in its basic components.

We believe that a free, advertising-supported industry with maximum self-regulation and minimum government regulation, has given our nation the foremost system in the world for the dissemination of entertainment, information, and public service.

We believe in the basic necessity and integrity of our networks, and we believe in the fundamental responsibility of each licensee to run his station in the public interest.

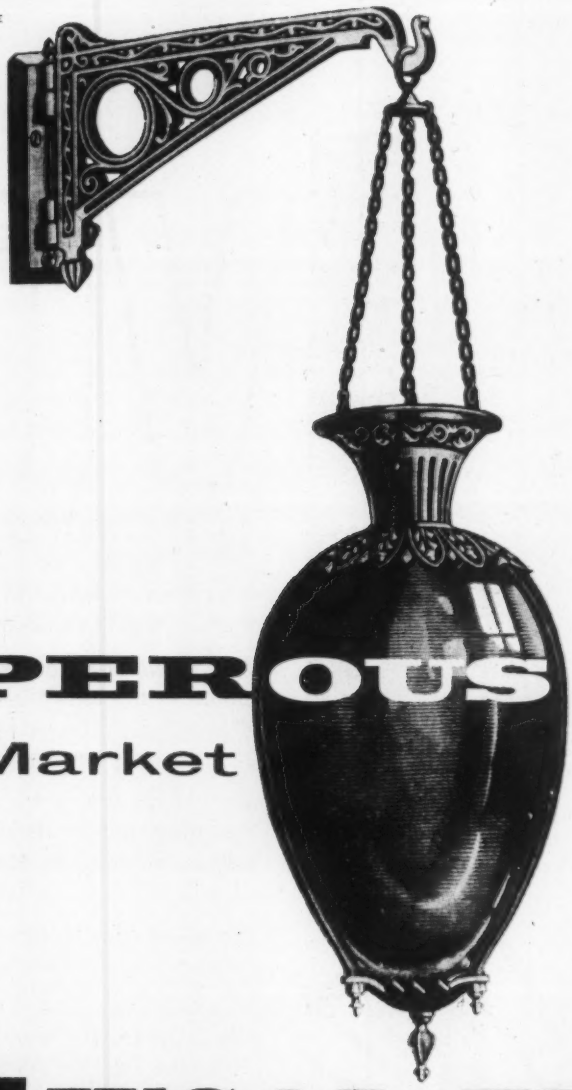
We believe that the various groups within our industry — the NAB, the TvB, the AMST, and the TIO perform vital functions which merit every broadcaster's support.

We believe that the Television Code is the conscience of our industry, and the Television Information Office is the voice of that conscience. Membership in both indicates the belief of each broadcaster in the greater destinies of the industry.

And, finally, we believe that our industry, which has such an illustrious record of accomplishment for the good of the nation, should, with pride and dignity and courage, reaffirm its intentions to provide even greater service to the people of America in the years to come.

**KTRK-TV** Channel 13
HOUSTON, TEXAS

DRUGGISTS' SHOW BOTTLE FROM AN ENGRAVING, 1891—THE BETTMANN ARCHIVE



# PROSPEROUS

## Multi-City Market

# WGAL-TV

**Annual drug sales $113,570,000**—Shoppers in the broad WGAL-TV multi-city market have money—and they spend it. This has always been true in this prosperous, thriving area. Annual income is $6¾ billion, retail spending $3¾ billion. Put your sales story on WGAL-TV—first with viewers in Lancaster, Harrisburg, York and many other cities.

**WGAL-TV**
*Channel 8*
**Lancaster, Pa.**
**NBC and CBS**

STEINMAN STATION
Clair McCollough, Pres.

*Representative:* The MEEKER Company, Inc. New York · Chicago · Los Angeles · San Francisco

# CLOSED CIRCUIT®

**Drop-ins** • FCC has been jogged again by Sen. Mike Monroney (D-Okla.) on failure to drop vhf stations in big markets having fewer than three outlets. In Nov. 30 letter to FCC Chairman Doerfer, he recalled FCC last summer instructed staff to develop plans to add stations to 21 major markets, but had heard nothing further since. He wants to know what specific steps have been taken since June and also time-table which Commission anticipates for allocations of additional vhf stations in underserved markets.

*Majority of FCC is anxious to get something done on new drop-ins even though these may entail deviations from mileage separation standards. But it won't act until its full membership is present. Comrs. Hyde and Craven are attending International Telecommunications Conferences in Geneva scheduled to end Dec. 22. Drop-ins have been proposed in Providence, Louisville, Kalamazoo-Grand Rapids and Syracuse at less than standard separations on interim basis. In addition, there are proposed drop-ins of two channels each for Fresno and Bakersfield, as well as single drop-ins for Columbus, Ga., Birmingham and Baton Rouge. If vote were taken today, best guess is that Commission would approve several drop-ins 3-2; that vote would probably be 4-3 if all seven commissioners participated.*

**Swezey boomlet** • Will Robert D. Swezey, who has resigned his executive vice presidency of WDSU Broadcasting Corp., New Orleans, figure in policy level changes in broadcasting stemming from existing crisis? Ground-swell in favor of his appointment, possibly within framework of NAB organization (expanded Code Review Board is mentioned), has developed during last fortnight. Mr. Swezey, 53, is lawyer but has had network operating experience (NBC 1939-42; Blue Network [now ABC] 1942-44; vice president-general manager, MBS, 1944-48). He has served several tenures on NAB board and is chairman of NAB Freedom of Information Committee.

**Names and nubs** • While testimony of big name witnesses at FCC's programming hearings, which begin today, is regarded as important, it's really shadowboxing and window-dressing. Nub of hearing is extent of FCC's authority in programming field, particularly in light of anti-censorship provision of Communications Act and, more importantly, squaring with First Amendment guaranteeing freedom of speech and of press. This testimony is expected from "professional" witnesses representing stations, networks and other entities in business after Jan. 1 rather than from name witnesses.

**High tuition** • "Biggest boondoggle in town" is way one highly placed official described $2.25 million proposal to Budget Bureau of all-inclusive technical uhf study (BROADCASTING, Nov. 30). FCC majority figured proposal, urged by Comr. Robert E. Lee, didn't have Chinaman's chance but Comr. Lee, backed by engineering staff members, surprised all by selling it to Budget Bureau. Study, which would ascertain proficiency of uhf in covering major markets in lieu of vhf, and also feasibility of all-band receivers, still must procure approval of President and Congress. Fund proposed would be exclusive of FCC's regular appropriation for fiscal 1961.

*Disclosure by Deputy Budget Director Elmer B. Staats last week that FCC is among agencies slated for increased appropriation to enlarge staff was not surprise in light of FCC's workload and backlog in broadcasting. Whereas FCC reportedly sought budget of nearly $15 million (as against $10.5 current fiscal year) it's expected it may wind up with around $11.5 million (exclusive of uhf fund).*

**Film payola** • Tv broadcasters are wondering when lightning will strike feature film field, wherein packages are sold stations, sight-unseen by management, at sometimes fabulous figures. Packages usually include number of good features, plus litter of "dogs," and are sold on all-or-none basis. Because of time factor, features usually are screened by station filmbuyers at lower echelons. Question: Has there been film payola too?

**Prize guys' blues** • Immediately after FCC announced directive on Dec. 3 asking radio-tv stations for affidavits on payola and plugs, one manufacturer cancelled upcoming prize-merchandizing campaign on 34 stations; several other manufacturers placed calls to prize collectors asking them to hold up on plans. Prize agencymen specializing in local radio-tv promotions earlier had thought that only network tv exposures would be under fire (see story page 48).

**Counter-punch** • RAB is squaring off to fight back against newspaper exploitation of radio payola issue, and obviously hopes stations will follow suit. Aggressive policy was confirmed by 17-man plans committee in session with RAB executives last week. President Kevin Sweeney is already on record with contention that there's nowhere near as much payola as newspapers make it seem, that payola therefore is year's most overplayed story, and that there are few newspapers that don't indulge in practices at least in payola family. It's RAB's belief that stations would have little trouble substantiating this charge locally if they wanted to take tack with newspapers that "if you're going to have a field day in our field, we can have a field day in yours."

**Sawing in half** • Roger W. Clipp, vice president, radio and television division, Triangle Publications Inc., who has been spearheading move to beef up Television Code enforcement (story page 41), insists at least 50% of NAB's $1 million-plus budget should be allocated for code purposes, both in radio and tv. He has told colleagues he feels many existing NAB functions are expendable and reapportionment should cover pre-screening of commercials in key areas through enlarged code staff, if NAB is to merit membership support. Triangle stations are WFIL-AM-FM-TV Philadelphia, WNBF - AM - FM - TV Binghamton, WLYH-TV Lebanon, WFBG-AM-TV Altoona, WNHC-AM-FM-TV New Haven, KFRE-AM-TV and KRFM Fresno.

**Example: Enright** • FCC's renewal proceedings against Barry and Enright's WGMA Hollywood, Fla., are first manifestation of new "get tough" attitude followed same week by two other "show cause" proceedings (page 82). In light of grand jury and other revelations regarding rigging of *Twenty One* and *Tic-Tac-Dough* it wouldn't be at all surprising to see WGMA case ultimately wind up in decision to cancel WGMA license.

**Jingle residuals** • Some U.S. composers who make their living on radio-tv jingles are looking enviously at colleagues in Great Britain, who receive performance payments for their work. In this country good jingle writer might receive, say, $2,000 for writing of jingle, expect nothing after that. Over there initial payment is around $150, but performance rights, meticulously logged, bring in substantial rewards for successful numbers. Income of one English jingle writer last year: $200,000.

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*In TOLEDO...*

*you know where you're going with*

# WSPD-TV'S

*New 1049 ft. of Power*

(Operating as of November 22nd)

**WSPD-TV** ABC Network
Call KATZ

a **STORER** station
National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

# WEEK IN BRIEF

MR. HARPER

**Rural media delivery** • The rich farmlands of America are rich for broadcasters, too, Dixon L. Harper, radio farm director of Aubrey, Finlay, Marley & Hodgeson Inc., asserts in this week's MONDAY MEMO. To sell farm people broadcasters would do well to rely on air personalities rather than mere spots. Radio does well servicing farm areas. Tv is doing more, but has long way to go. Page **23.**

**Now it's payola** • Government units jump into bribery fray with Federal Trade Commission making first move to prosecute. FCC sends out all-encompassing inquiry on payola and paid product plugs. New York D.A. subpoenas Alan Freed's books when d.j. refuses to waive immunity. Congressional committee will make up its mind on payola investigation after first of year. Page **35.**

**Crackdown on off-base advertising** • Federal Trade Commission calls network presidents to Washington and 90-minute meeting produces little tangible results but exhortations for broadcasters to clean up their own house. AAAA urges advertising agencies to pitch in, too. Congressman pushes for advertising headquarters in Washington. And doctors, dentists take heart at campaign affecting medical claims. Page **40.**

**More housecleaning at CBS** • Free plugs, payola, acceptance of gifts are ruled out in new CBS-TV policies. CBS News sets strict standards for news and commentary. Page **46.**

**What does the public want?** • Frank Stanton announces new research to find answer to that question. It's not enough to know if public likes or dislikes what's on tv, he says. Television must find out what public would like that isn't on. Page **56.**

**Witness parade begins** • FCC hearings into all facets of radio and tv begin today (Monday) with testimony from religious and education leaders; industry spokesmen put off until January. Page **58.**

**Sponsor identification: It's tricky** • Misconceptions in measuring what a viewer remembers about a commercial are adeptly put together by TvB's Huntington. And Schwerin warns that viewers may be scared off certain commercials. Page **60.**

**Tv shines for Continental** • Continental Floor Wax has found tv spot advertising and housewives have found Continental. From modest $20,000 in tv advertising outlay in 1956, to almost $1.5 million first half of this year, the floor wax concern has found tv to be its best advertising medium. Page **64.**

**RAB's report card** • Substantial growth in membership, income and spot billing of radio outlets highlight RAB's history since its founding in 1951 but President Kevin Sweeney asserts: "It's not enough." Page **68.**

**KIMN revocation** • FCC moves to revoke license of Denver station as a result of questionable broadcasts by since fired disc jockey. Page **82.**

## DEPARTMENTS


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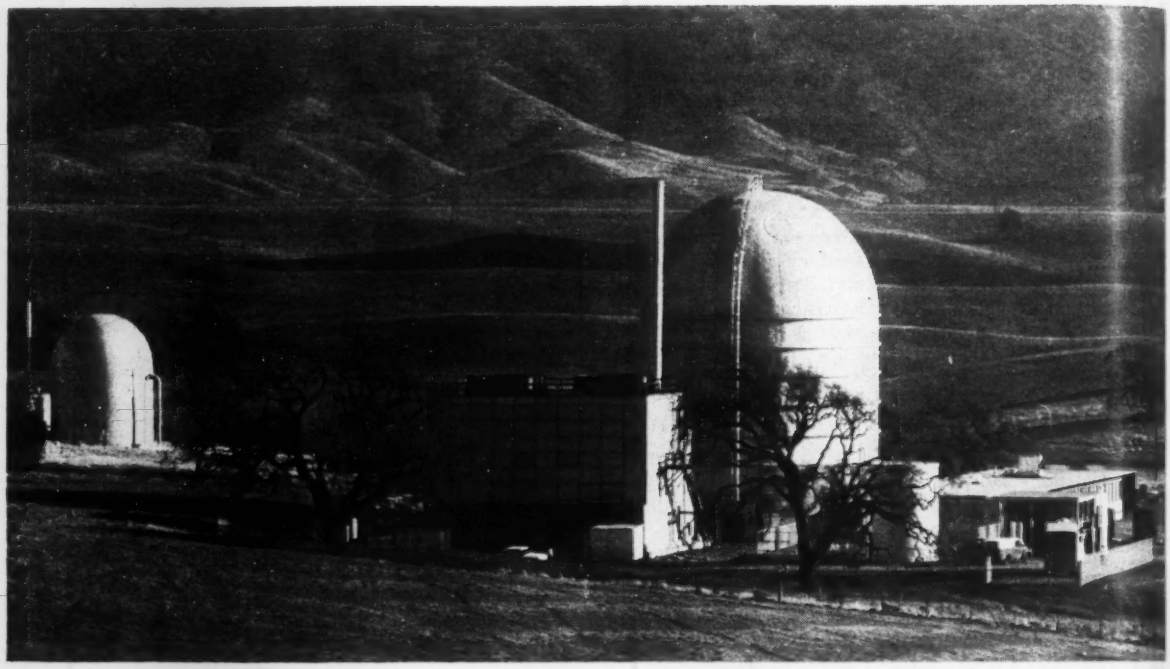
# Soon...Cheaper atomic power



**General Electric Vallecitos Atomic Laboratory.** Here, in California's Livermore Valley, U.S. Steel sponsors the first large-scale, privately financed study of radiation effects on steel. Project will hasten the advent of low-cost atomic power.

**This G.E. technician** adds a touch of glamour to the serious business of making a radiation count on foil samples removed from General Electric Test Reactor. She works in a mobile lab made available to the project.

# with USS Atom Age Steels

BEFORE ATOMIC POWER can light our cities or run our industries efficiently, the cost of building and operating commercial atomic reactors must be reduced. The two big problems: high cost of nuclear fuel, and the need for better and less costly materials of construction.

Firsthand information on the effects of radiation on steel has not been easy to come by. The start-up of the General Electric Test Reactor, near Pleasanton, California, and the Westinghouse Testing Reactor near Pittsburgh has enabled U.S. Steel to launch the first large-scale private investigation of irradiated steels. These explorations will be carried out in private test reactors, wholly financed with private capital.

Today, U.S. Steel has scientists working full-time at Westinghouse and General Electric Atomic Laboratories; extensive applied research in nuclear steels is also being carried on at U.S. Steel's Monroeville Research Center.

From these tests will come new and improved atom age steels: stronger, more corrosion-resistant steels, steels that will hasten the advent of commercial nuclear power. The full effects of this vast U.S. Steel research program may not be felt for two, five, or even ten years. But, cheaper atomic power is on its way . . . because American industries like U.S. Steel are contributing to the research. United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

*USS is a registered trademark*

USS United States Steel

Clayton **McDole,** U.S. Steel scientist (second from left) supervises the removal of irradiated foil samples from General Electric Test Reactor. Information obtained provided a solid flux data foundation for the irradiation research of special reactor steels.

# SALES TIPS

John Thackaberry
Robert E. Eastman
& Co., Inc.
Los Angeles Office

## IT TAKES TWO

You can't have a handshake without two hands.

Selling and buying are like that, too. One needs the other to complete the cycle. Good selling is an aid to good buying—works with it all the way. Good buying relies on good salesmanship and capitalizes on its knowledge every time.

It never was a question of offense vs. defense. It's always been a relationship of mutual help.

A good salesman knows this—instinctively. And that's why I believe the best sales tip I can offer is that you come fortified with the type of help your buyer needs. For to the buyer—your sale is merely a way to increase his sales.

Show him how he can do that and you'll have more orders.

*John*

P.S. For more product orders in the rich San Diego market use radio KDEO. It sells.

**robert e. eastman & co., inc.**

representing major radio stations

| | | | | |
|---|---|---|---|---|
| WNEW | WIL | KLAC | KJR | KXL |
| KNEW | WRIT | CKLW | WHBQ | KXOL |
| KBOX | WING | WCOL | KDEO | WARM |
| KQEO | WPTR | WSBA | WAAB | WXLO |
| KLEO | WEEP | KTOK | WSAV | KSYD |
| KWKY | WAMS | KXLR | WZOK | KRIZ |
| | | KHEY | | |

**A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS**
**(*Indicates first or revised listing)**

Dec. 7—FCC hearings begin in investigations of radio-tv programming and commercials, Washington.

*Dec. 8—Radio & Television Executives Society timebuying-selling seminar. Bert R. Briller, director of tv sales development, ABC-TV, and Arthur H. McCoy, executive vice president, John Blair & Co., on "Selling Through Presentation—Or From The Hip." Hotel Lexington, New York, noon-2 p.m.

Dec. 8—Academy of Television Arts & Sciences at Los Angeles, evening general membership meeting on "Tape vs Film" at Beverly Hilton Hotel, Beverly Hills, Calif. Dr. Frank Baxter, UCLA professor and tv teacher, will be moderator of a panel comprising James Schulke, KTLA; Tom Sarnoff, NBC; Sheldon Leonard and Bud Yorkin, producers; Bob Stefan, BBDO, and Bob Day, Ampex.

Dec. 8—Advertising Club of Boston, Hotel Statler. Speaker: Robert Hurleigh, president, MBS.

Dec. 9—Film Producers Assn. first in a series of seminars. Meeting features panel discussion "The Sponsor Views the Film Producer." Columbia U. Club, New York.

*Dec. 9—KYA San Francisco appreciation month anniversary party for the San Francisco Ad Club.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

Dec. 11—American Federation of Tv & Radio Artists theatre party for benefit of George Heller Memorial Foundation, ANTA Theatre, New York.

*Dec. 14—Comments due at FCC on proposal to delete ch. 6 assignment to New Bedford, Mass.

Dec. 15—Radio & Television Executives Society timebuying-selling seminar. Kevin B. Sweeney, president, Radio Adv. Bureau, presents latest radio data. Hotel Lexington, New York, noon-2 p.m.

Dec. 15-16—Senate committee on communications holds hearings on tv boosters and community tv systems in Casper, Wyo. Sen. Gale McGee (D-Wyo.) will preside.

Dec. 31—Academy of Television Arts & Sciences New Year's Eve ball, Beverly Hilton Hotel, Beverly Hills, Calif.

### JANUARY 1960

Jan. 5—Radio & Television Executives Society timebuying-selling seminar. Louis Hausman, director, Television Information Office, and Gilbert Seldes, author, critic and director of Annenberg School of Communications, U. of Pennsylvania, provide "A Critique At Mid-Season." Hotel Lexington, New York, noon-2 p.m.

Jan. 6-9—High Fidelity Music Show, Shrine Exposition Hall, Los Angeles. Sponsor: Institute of High Fidelity Manufacturers.

Jan. 8—Academy of Television Arts & Sciences "close-up" dinner-show testimonial to Arthur Godfrey, Waldorf Astoria, New York. (Rescheduled from original announcement for Dec. 4 at Seventh Regiment Armory.)

Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York. Sales promotion division board of directors meet there on 13th.

Jan. 12—Radio & Television Executives Society timebuying-selling seminar. H. P. Lasker, vice president in charge of sales, Crosley Broadcasting Corp., and William E. (Pete) Matthews, vice president-director, media relations-planning, Young & Rubicam, view "How Many Commercials Make Too Many?" Hotel Lexington, New York, noon-2 p.m.

Jan. 13—Canadian Board of Broadcast Governors opens public hearings for second tv license in Winnipeg.

Jan. 18—Canadian Board of Broadcast Governors opens public hearings for second tv license in Vancouver.

*Jan. 19—Los Angeles, Hollywood and Los Angeles Women's Ad Clubs joint luncheon meeting, Hotel Statler, with Richard Ryan, general manager, KLOK San Jose, Calif. (president, Advertising Assn. of the West), as major speaker in an AAW program. Felix Adams, vp, Radio Recorders (Hollywood Ad Club president), will be chairman.

Jan. 19—Ninth annual Sylvania awards, Hotel Plaza, N. Y.

Jan. 19—Radio & Television Executives Society timebuying-selling seminar. Carl Lindemann Jr., vice president in charge of daytime programs, NBC-TV, and Frank Minehan, vice president-director of media-chairman of plans board, SSC&B, discuss "What's The Difference In Daytime Audiences?" Hotel Lexington, New York, noon-2 p.m.

Jan. 22-24—Advertising Assn. of West midwestern conference, Lafayette Hotel, Long Beach, Calif.

Jan. 24-29—NAB Board of Directors, El Mirado Hotel, Palm Springs, Calif.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

Jan. 26—Radio & Television Executives Society timebuying-selling seminar. Performers Bob Elliott and Ray Goulding quip on the question of whether audiences are "Out-Sophisticating" the sponsors. Hotel Lexington, New York, noon-2 p.m.

Jan. 26—Academy of Television Arts & Sciences forum on international television, Beverly Hilton Hotel, Beverly Hills, Calif.

Jan. 26-28—Georgia Radio & Tv Institute, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism. Speaker: Sig Mickelson, CBS News president.

Jan. 27—Advertising Research Workshop, Assn. of National Advertisers, Hotel Sheraton-East, New York.

*Jan. 28-30—South Carolina Broadcasters Assn. annual convention, Hotel Greenville, Greenville. Ken Beachboard of WFBC-TV there will be in charge of the tv sessions.

Jan. 29—Adcraft Club of Detroit, Statler Hotel. Speaker: Robert Hurleigh, president, MBS.

Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

### FEBRUARY 1960

Feb. 2—Radio & Television Executives Society timebuying-selling seminar. T. Rodney Shearer, vice president, A. C. Nielsen Co., and James W. Seiler, director-president of American Research Bureau, square off on ratings. Hotel Lexington, New York, noon-2 p.m.

Feb. 3-5—Institute of Radio Engineers' winter convention on military electronics, Ambassador Hotel, Los Angeles.

Feb. 4—Minnesota AP Broadcasters Assn., annual meeting, Minneapolis.

Feb. 5—Advertising Federation of America midwinter conference, Statler-Hilton Hotel, Washington.

Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prizewinners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

Feb. 7-9—Advertising Federation of America First District conference, Statler-Hilton Hotel, Boston.

Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teenagers, CBS Studio 52.

Feb. 8—Minneapolis Sales Executives Club, Hotel

Tear out along this line.

*Tear out along this line.*

| | SHARE |
|---|---|
| Boston | 59.0% |
| Omaha | 50.5% |
| St. Louis | 63.3% |
| New York | 70.7% |
| Detroit | 68.4% |
| Harrisburg | 51.9% |

Source: ARB, Trendex

*"Wake Island"*

**RATING POWER**

*Paramount Pictures**

**mca**
TV FILM SYNDICATION

*PRE-'48

Normandy. Speaker: Robert Hurleigh, president, MBS.

**Feb. 9**—Radio & Television Executives Society timebuying-selling seminar. Ray L. Stone, associate media director, Maxon Inc., and Robert A. Wulfhorst, associate media director, Dancer-Fitzgerald-Sample, discuss the "Station Image Factor In Timebuying." Hotel Lexington, New York, noon-2 p.m.

**Feb. 14-20**—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

**Feb. 15-19**—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel there.

*Feb. 16—Radio & Television Executives Society timebuying-selling seminar. Jack Wrather, board chairman, Independent Television Corp., discusses commercial tv in Britain. Hotel Lexington, New York, noon-2 p.m.

**Feb. 17**—Hollywood Ad Club second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best tv and radio commercials produced in Southern California during 1958 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Merritt of BROADCASTING are again chairmen of the awards committee. Marv Salzman of MAC is clinic chairman.

**Feb. 17**—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

Feb. 19—Sales Executives Assn. and Advertising Club of St. Louis, combined meeting, Statler Hilton Hotel. Speaker: Robert Hurleigh, president, MBS.

**Feb. 19-22**—National Sales Executives-International mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

Feb. 21-22—Virginia AP Broadcasters—Washington & Lee U.'s radio newsmen's seminar.

Feb. 23—Radio & Television Executives Society timebuying-selling seminar. Tv personality Dick Clark speaks on the teen-age market. Hotel Lexington, New York, noon-2 p.m.

*Feb. 24—Voice of Democracy annual contest luncheon and announcement of national winner, Statler Hotel, Washington.

Feb. 24—Academy of Television Arts & Sciences forum on good & bad programs, Beverly Hilton Hotel, Beverly Hills, Calif.

**Feb. 24-25**—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

**MARCH 1960**

March 1—Radio & Television Executives Society timebuying-selling seminar. John F. Hurlbut, director of promotion-public relations, WFBM-TV Indianapolis, and Harold A. Smith, program promotion-merchandising manager, Needham, Louis & Brorby, handle topic, "It Takes Two To Tango In Agency-Station Cooperation." Hotel Lexington, New York, noon-2 p.m.

**March 4-6**—Disc Jockey Assn. convention, Los Angeles. Business sessions at 20th Century-Fox studios, where d.j.s will participate in filming "The Big Platter Parade."

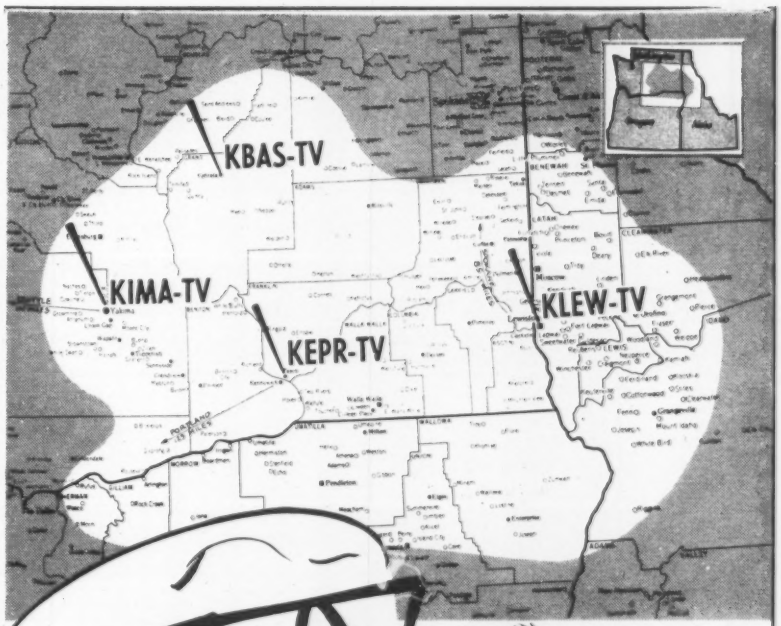
**March 7-11**—National Sales Executives-International San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.

March 8—Radio & Television Executives Society timebuying-selling seminar. John F. Howell, CBS Films' vice president-general sales manager, and Charles W. Shugert, the Joseph Katz Co.'s executive vice president, on "Syndication as a Media Buy." Hotel Lexington, New York, noon-2 p.m.

*March 8-11—Audio Engineering Society west coast convention, Alexandria Hotel, Los Angeles.

**March 13-14**—Texas Assn. of Broadcasters spring meet, Rice Hotel, Houston.

March 15—Radio & Television Executives Society timebuying-selling seminar. Richard S. Salant, vice president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discuss "The Fall Political Campaigns and Broadcasting." Hotel Lexing-

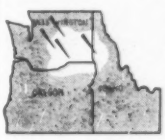
I know, I know, Smidley.

It looks too good to be true . . . but it's a fact. The Cascade four-station network *alone* covers a market larger than Cincinnati. Yes, and with more retail sales than Akron or Salt Lake. More food sales than Patterson, N. J. or Toledo. And remember, Smidley, Cascade is the only television serving the entire market of more than half a million people with over a billion dollars in buying income. Ye gods, Smidley, this is BIG, man.

CBS
NBC

CASCADE TELEVISION

KIMA-TV YAKIMA, WASH. KEPR-TV PASCO, RICHLAND, KENNEWICK, WASH.
KBAS-TV EPHRATA, MOSES LAKE, WASH. KLEW-TV LEWISTON, IDA.



*For Facts and Figures:*

National Representatives: GEORGE P. HOLLINGBERY Company
Pacific Northwest: MOORE & ASSOCIATES

**BROADCASTING**
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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**52 WEEKLY ISSUES—$7.00**

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*Please send 52 issues of BROADCASTING as my gift to:*

**1** **$7.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
*Sign gift card* _____

**2** **$13.00**

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company name _____
street & number _____
city _____ zone _____ state _____
occupation required
*Sign gift card* _____

**3** **$19.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
*Sign gift card* _____

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name _____ title/position _____
company name _____
street & number _____
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*Sign gift card* _____

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☐ I enclose $ ☐ please bill

name _____
street & number _____
city _____ zone _____ state _____

● **BROADCASTING** Subscription Department • 1735 DeSales St., Washington 6, D. C.


ton, New York, noon-2 p.m.

March 15—Academy of Television Arts & Sciences at New York, forum on educational tv, NBC.

March 16-18—Electronic Industries Assn., spring conference, Statler Hilton, Washington.

March 21-24—Institute of Radio Engineers national convention, Coliseum and Waldorf-Astoria, New York.

March 31—Academy of Television Arts & Sciences forum on "Do They [ratings] Really Know?"

**APRIL 1960**

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.

April 6—Academy of Television Arts & Sciences forum on New York station operations, ABC.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

April 21-22—National Retail Merchants Assn. board of directors meet, Hotel Statler, Dallas, Tex.

April 22—Virginia AP Broadcasters, National Press Club, Washington.

April 24—National Retail Merchants Assn. sales promotion division board of directors meet, Paradise Inn, Phoenix, Ariz.

April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

April 24-27—Continental Advertising Agency Network annual convention, Fontainbleau Hotel, Miami Beach.

April 24-28—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainesville. (Broadcasting Day, 25th.)

April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel there.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York.

April 29—Ohio Assn. of Broadcasters, Pick-Ohio Hotel, Youngstown.

**MAY 1960**

*May 14-16—Advertising Federation of America 2nd District convention, Skyline Inn, Mt. Pocono, Pa.

May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.

May 17—Academy of Television Arts & Sciences forum on "Easterns," film production in New York, Gold Medal Studios, 807 E. 175th St.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

**JUNE 1960**

*June 5-9—Advertising Federation of America convention, Hotel Astor, New York.

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse.

June 8—Academy of Television Arts & Sciences forum on tv and politics, ABC.

*June 12-15—Advertising Assn. of West 57th annual convention, Hotel Del Prado, Mexico City.

**AUGUST 1960**

*Aug. 23-26—Western Electronic Show & Convention, Ambassador Hotel and Memorial Sports Arena, Los Angeles.

**SEPTEMBER 1960**

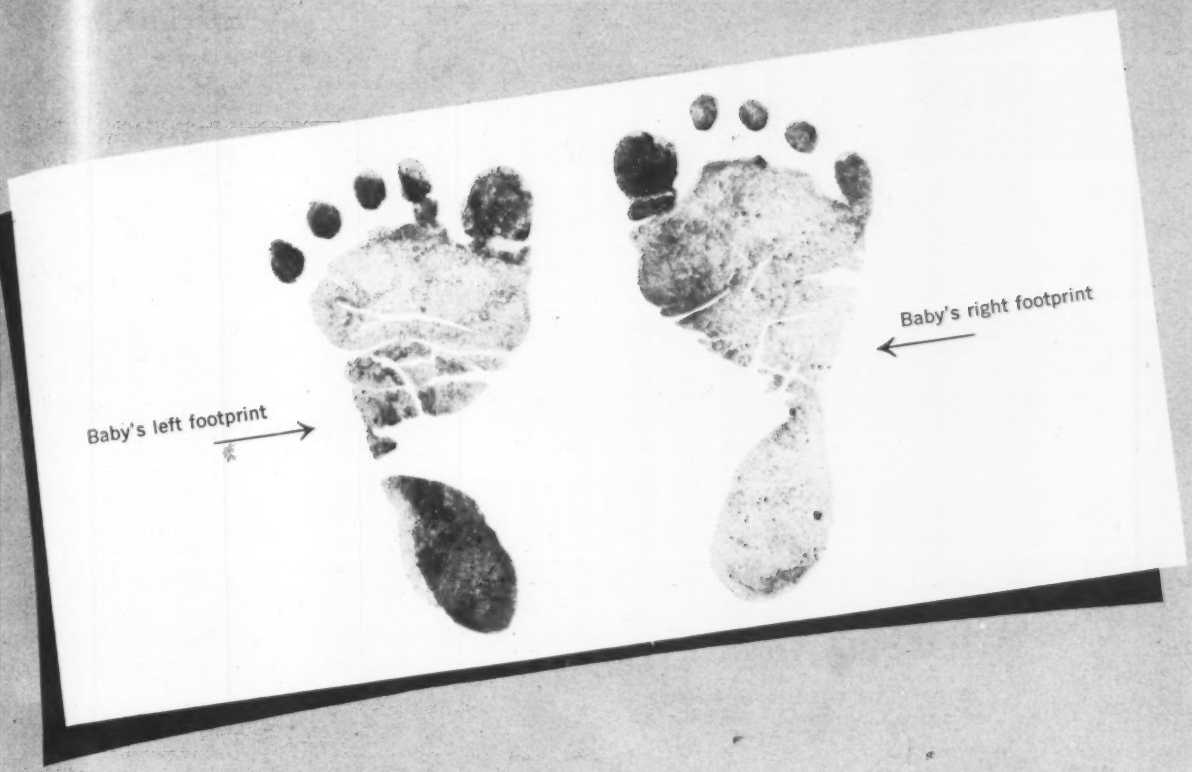
*Sept. 19-22—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

**OCTOBER 1960**

*Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

*Oct. 10-12—Institute of Radio Engineers national electronics conference, Chicago.

*Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse Hotel, Syracuse, N.Y.




# PROOF...

What better proof could you have that WTOP Radio is the important station in the Greater Washington area than this one fact: Pulse consistently shows WTOP with more quarter-hour wins than all the other stations combined!

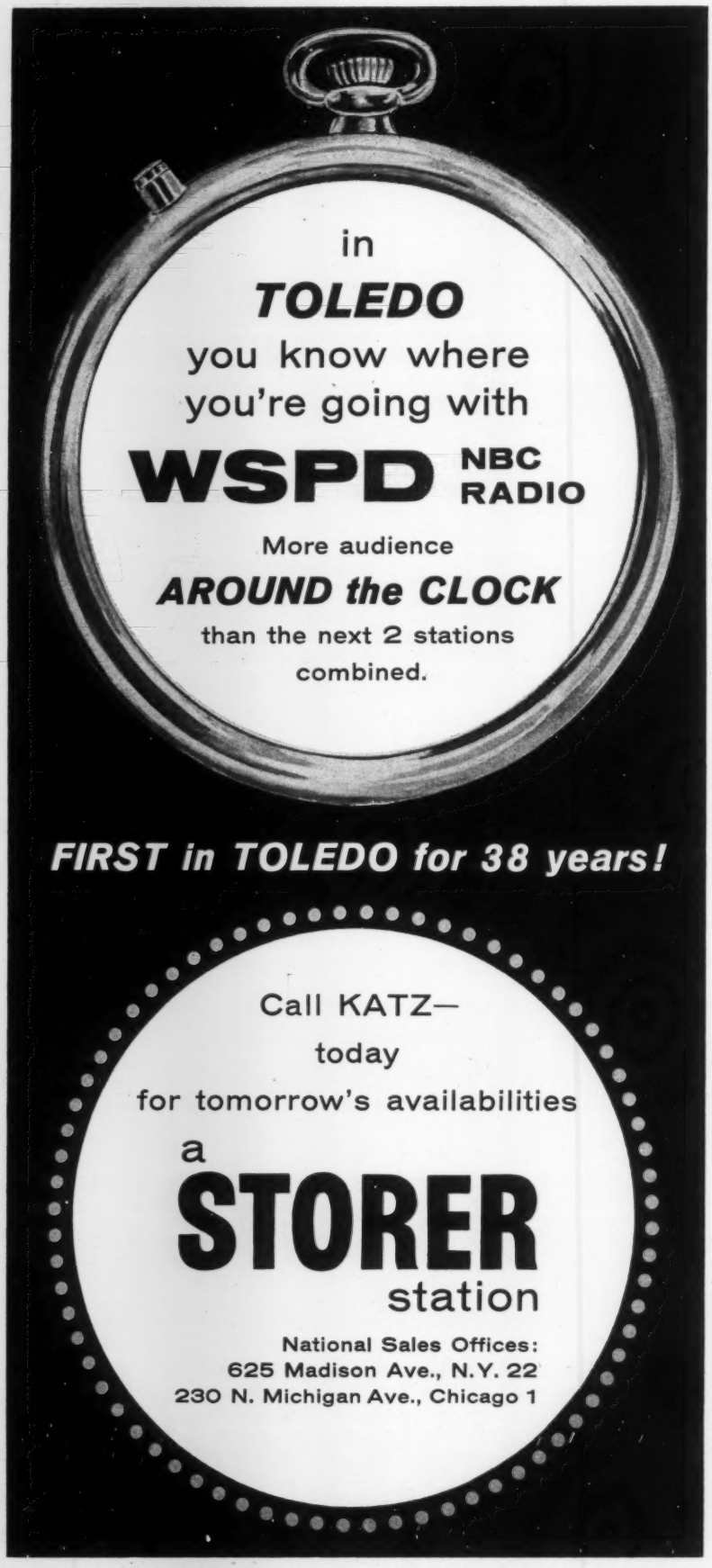
**wtop radio**

**WASHINGTON, D. C.**

*Represented by CBS Radio Spot Sales*

*operated by* **THE WASHINGTON POST BROADCAST DIVISION:**

**WTOP Radio,** *Washington, D.C.* **WTOP-TV,** *Channel 9, Washington, D.C.* **WJXT,** *Channel 4, Jacksonville, Florida*




## OPEN MIKE

### A place in the home

EDITOR:

Your YEARBOOK is a *must*—not only here—but at home, too! Therefore will you please send me an additional copy there.

*Raymond E. Jones*
*Radio/Tv Spot Coordinator*
*Young & Rubicam,*
*New York City*

**[EDITOR'S NOTE: Copies of the 1959 BROADCASTING YEARBOOK, published last September, are available at $4 each so long as the supply lasts.]**

### We agree

EDITOR:

YOUR STORY ABOUT KATZ PIONEERING 30 SECOND ANNOUNCEMENTS PUZZLES. AS LONG AGO AS TWO YEARS PETRY COMPANY PROPOSED PLAN TO US AND WE HAVE STOOD READY TO ADOPT WHEN SUFFICIENT STATIONS AND ADVERTISERS EMBRACED PLAN. ALSO RECALL WALTER DAMM INAUGURATED THIS PLAN ON HIS RATE CARD COUPLE YEARS AGO AT WTMJ-TV IN MILWAUKEE. ALL PLAN REALLY NEEDS IS ADVERTISER SUPPORT.

*Jack Harris*
*Vice President-General Manager*
*KPRC-AM-TV Houston*

**[EDITOR'S NOTE: BROADCASTING certainly agrees that the 30-second commercial is not new. Accordingly our Nov. 16 story did not attribute a first or pioneering effort to Katz, but simply and properly described 30-second announcements as an "unorthodox" length.]**

### On repeats, ratings

EDITOR:

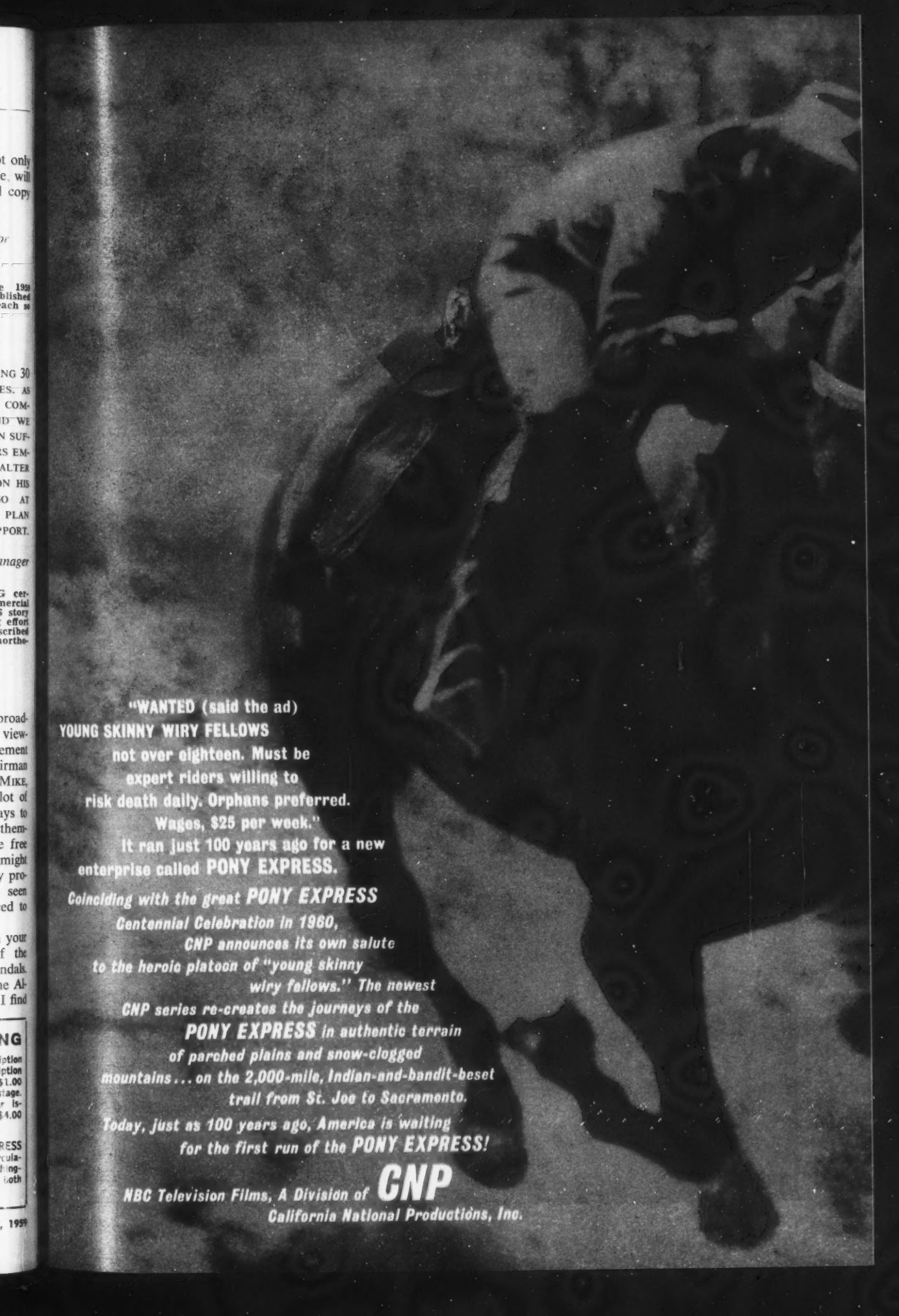
Both as a small member of the broadcasting industry and as an ardent viewer, may I state my complete agreement with the sentiments noted by Chairman Colle of Ithaca College (OPEN MIKE, Nov. 9). While it is true that a lot of folk use the extended summer days to swim, travel, and otherwise enjoy themselves, they also have some more free time to watch television and thus might appreciate the availability of many programs they would like to have seen during the season, but were forced to forego.

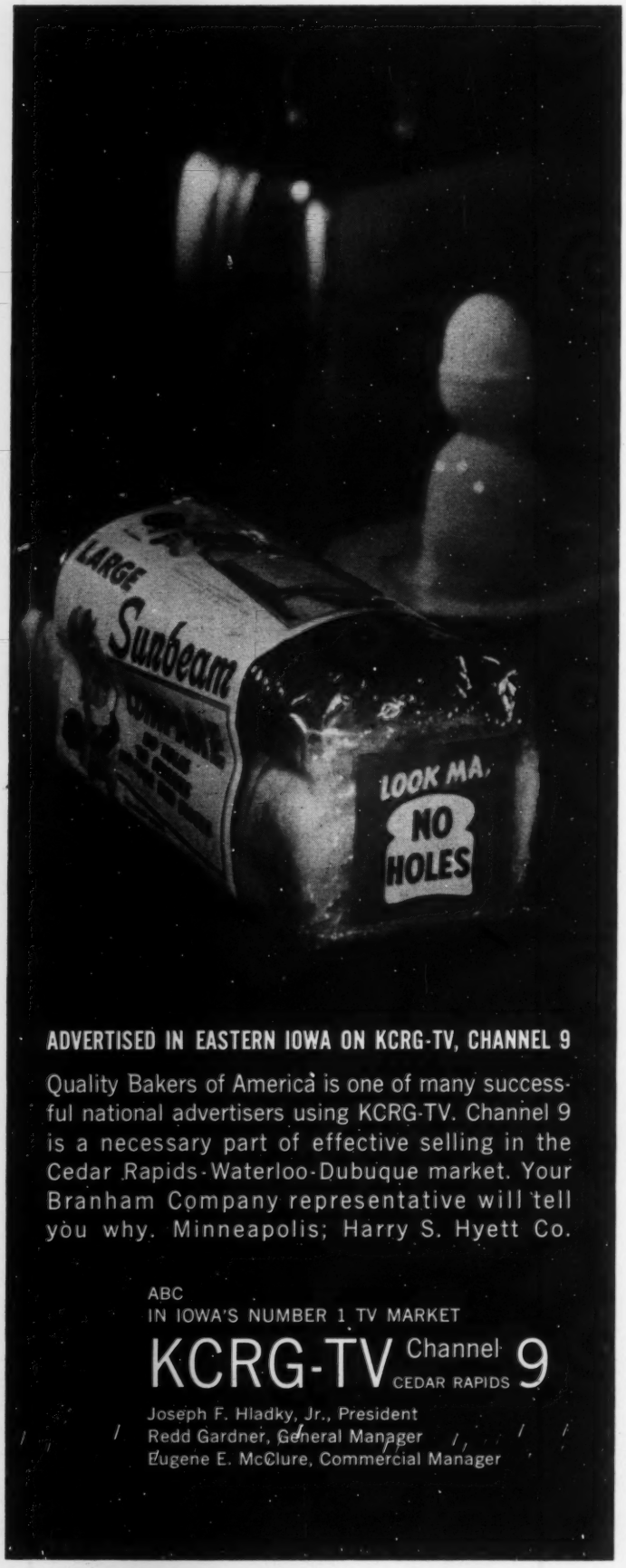
You are to be congratulated on your excellent continuing coverage of the quiz - and - now - commercials scandals. Here again, it seems to me that the Almighty Rating is the chief villain. I find

**BROADCASTING**

**SUBSCRIPTION PRICES:** Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

**SUBSCRIPTION ORDERS AND ADDRESS CHANGES:** Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.


"WANTED (said the ad)
YOUNG SKINNY WIRY FELLOWS
not over eighteen. Must be
expert riders willing to
risk death daily. Orphans preferred.
Wages, $25 per week."
It ran just 100 years ago for a new
enterprise called PONY EXPRESS.
Coinciding with the great PONY EXPRESS
Centennial Celebration in 1960,
CNP announces its own salute
to the heroic platoon of "young skinny
wiry fellows." The newest
CNP series re-creates the journeys of the
PONY EXPRESS in authentic terrain
of parched plains and snow-clogged
mountains... on the 2,000-mile, Indian-and-bandit-beset
trail from St. Joe to Sacramento.
Today, just as 100 years ago, America is waiting
for the first run of the PONY EXPRESS!
NBC Television Films, A Division of CNP
California National Productions, Inc.




ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Quality Bakers of America is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis; Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET

KCRG-TV Channel 9 CEDAR RAPIDS

Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

it not surprising the papers play up the thing . . . this is a chance to dig at a competitive medium.

The broadcast industry is part of the wider show business, which is admittedly filled with practices which could be considered at least untruthful. Many are accepted and even necessary. It is wide-scale complete deception of the public in ridiculous claims, sponsor pitches, and poor taste which should be eliminated not those harmless deceptions which produce only more entertainment and public acceptance of the medium.

At any rate, the networks and stations had better wake up quickly and start to rule the situation with an iron hand, before we have a handful of government agencies which, unlike the FCC, could hardly be considered sort of benevolent dictatorships. If you wind up with legislative and executive agencies ruling our media you might as well erect an American BBC.

*Lee R. Munsick*
*Fulcrum Productions*
*Morristown, N.J.*

### Says Collins' report erred

EDITOR:

JUST TO SET THE RECORD STRAIGHT, WIL ST. LOUIS WAS THE FIRST STATION TO OPERATE COMPLETELY ON TAPE THROUGH THE USE OF COLLINS AUTOMATIC TAPE CONTROL UNITS. TEN OF THESE UNITS WERE INSTALLED SEVERAL MONTHS AGO, CONSIDERABLY BEFORE THE STATION CREDITED WITH THIS FIRST IN YOUR NOV. 23 ISSUE.

*John F. Box Jr.*
*Executive Vice President*
*Balaban Stations*

**[EDITOR'S NOTE—The Nov. 23 story in question covered the installation of cartridge-tape equipment by KXOL Fort Worth using the automatic tape control system developed by Collins Radio Co. In describing it as the first station to use this 'tape-jockey" system, BROADCASTING was reporting the claims of Collins and labeled it accordingly.]**

## PLAYBACK

**Quotes worth repeating**

### Emphasize local programs

*If overall share of audience is to be maintained or increased, program emphasis must be at the local level, George B. Storer, Jr., vice president of tv operations for Storer Broadcasting Co. told company executives at a meeting. He continued:*

The day of the network affiliation alone determining the local station's audience position in a competitive market is past.

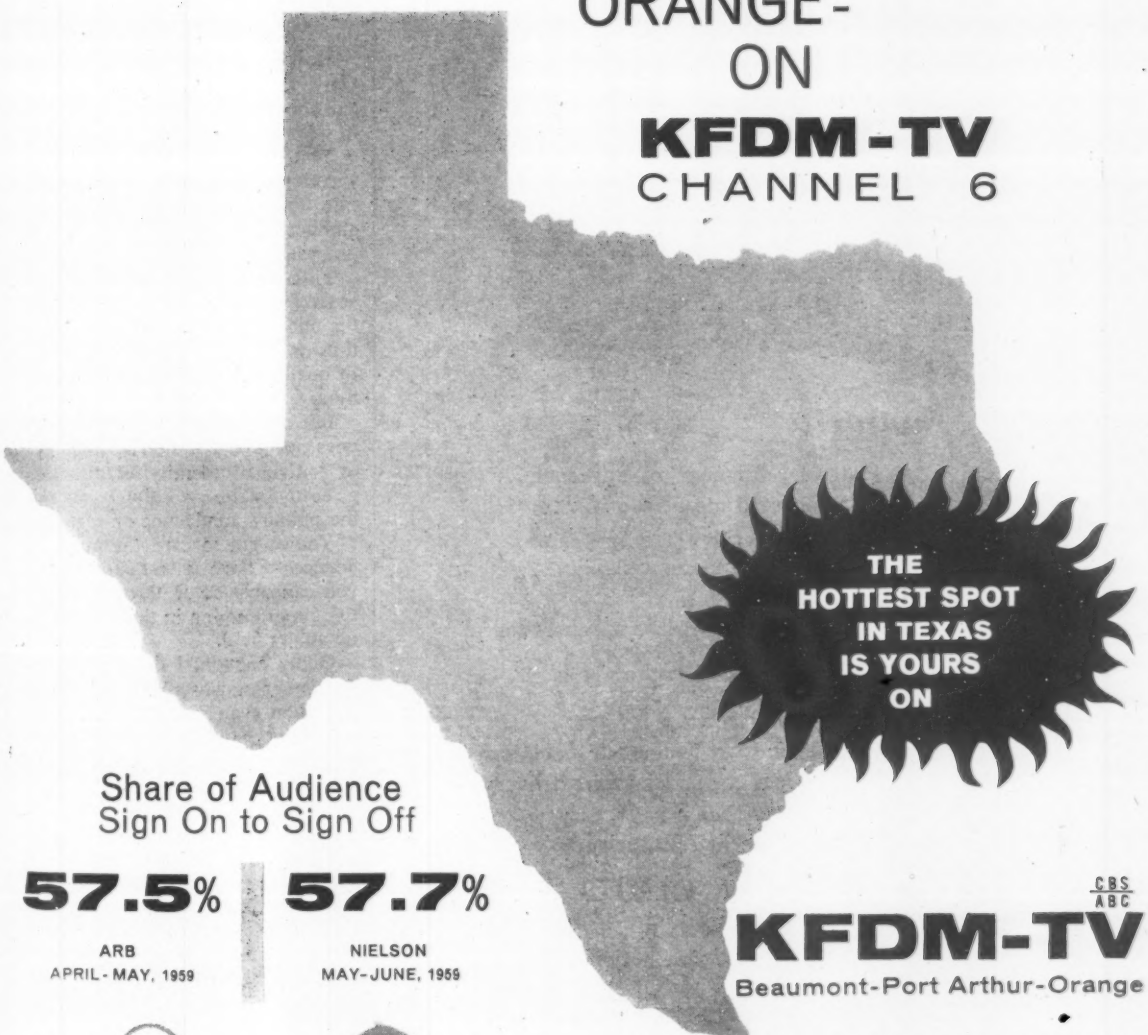
We believe the '59-60 season will be much more competitive among the networks, particularly in prime time; that we will see the greatest democracy of

you get
the biggest
share of the

**TEXAS HOT SPOT**

BEAUMONT-
PORT ARTHUR-
ORANGE-
ON

**KFDM-TV**
CHANNEL 6



**THE HOTTEST SPOT IN TEXAS IS YOURS ON**

Share of Audience
Sign On to Sign Off

**57.5%**
ARB
APRIL-MAY, 1959

**57.7%**
NIELSON
MAY-JUNE, 1959

VIDEOTAPE™

CBS
ABC

**KFDM-TV**
Beaumont-Port Arthur-Orange

C. B. Locke, Executive Vice President
& General Manager
Mott Johnson, Sales & Operations Manager

Peters-Griffin-Woodward, Inc.

*...maturity*

a state of judgement, an approach...
an attitude of confidence
in reasoning power,
based on experience.
Maturity...a commodity
purchasable in others but impossible to secure for
oneself through short cuts.
When something reaches a
stage of dependability, when it
is reliable as to its potential, its claims...
when it is consistent in its delivery,
we say that it has
reached maturity.

FAMILY BARTELL RADIO

*BARTELL FAMILY RADIO*
six stations in
six major cities...
consistent...
mature.

viewership in the young history of the medium. Our stations are affiliated with the leading networks in each of our three or more station markets, but it will take greater local programming and promotion than ever before to help the network retain that position and to keep the Storer station in first audience share position.

### Building the right image

*Noting the opportunities for young people in the field of journalism, Gene Wilkey, vice president and general manager of KMOX-TV St. Louis, has urged telecasters to intensify their efforts in news and public affairs, and thus better establish their images with the public. Speaking at the first annual broadcasting news workshop-seminar of the U. of Missouri School of Journalism, he said, in part:*

How does a station earn [an] identity? Only through conscientious, vigorous and above all, independent programming in news and public affairs.

You have probably heard that a television station has a quasi-legal obligation to the FCC to allot a certain amount of broadcast time to non-profit programs for worthy causes.

This is quite true but it's also quite apart from the kind of thing I'm talking about. After all, a film about forest fires or the community chest is enough to qualify as "public service" programming.

But a syndicated public service film does not give a station a single particle of individual identity or character. It gives the station absolutely no right to the public's confidence or regard.

You've got to earn the public's confidence to have it and, in my opinion, you can only do so through solid creative programming in the news and public affairs field.

Oddly enough, I do not believe that this is necessarily a costly or non-profit operation even in its early stages. I believe that good management demands the creation of public affairs programs that can be sold—programs with which sponsors are happy to be identified.

News and public affairs programs set the tone and character of a station. They, more than any other facet of broadcasting, make a station a vital force in its community; therefore, deserve—require—the full support of a healthy budget and a demanding management.

If this sounds like lip service to an ideal without the sane regard for finances, which must be always close to management's mind and heart, it is not. A generous investment of time, talent and money in this type of programming pays off in the profit column. We have found this to be true.

# One stop shopping . . .

Shopping for time and talent on the CBS Radio Pacific Network's a snap. You buy a lot of stations with the ease of a one station buy. What's more, you enjoy supermarket convenience and a choice variety of top brand radio names.

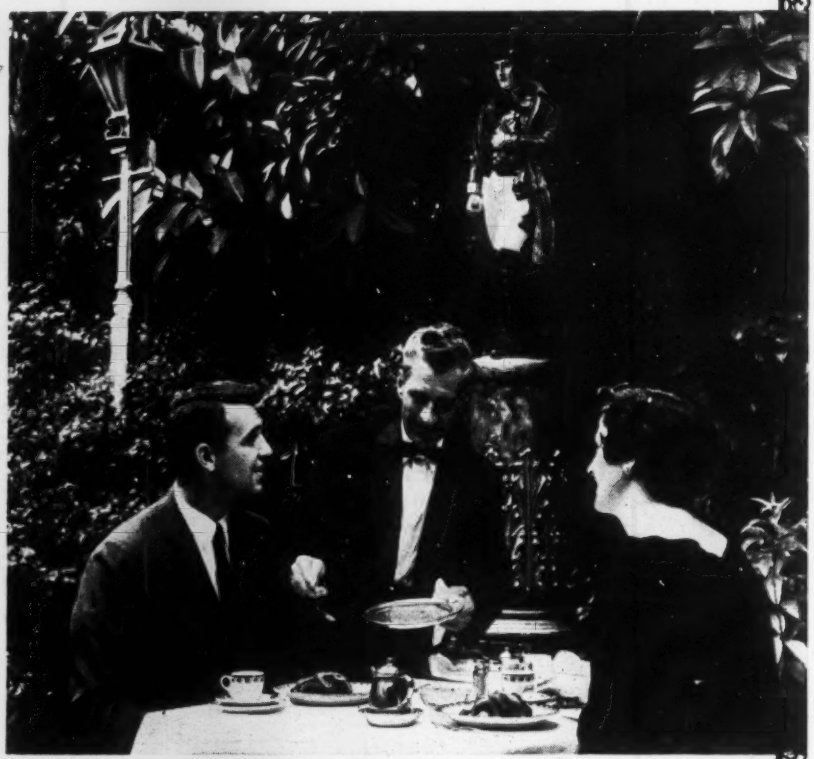
Say you want to cover the West. You want to reach women. Or men. Or both. It's simple with our one stop shopping plan. Pick the shows you want – Art Linkletter, Harry Babbitt, Frank Goss News, the Daytime Serials, Gunsmoke and other great weekend dramas. Pick the times you want. Mornings, afternoons and evenings. You can get real impact with real economy! If the ringing cash register is music to your ears, the CRPN can play your melody. Ask your CRPN or CBS Radio Spot Salesman for the details.

CBS RADIO PACIFIC NETWORK

Represented by CBS Radio Spot Sales

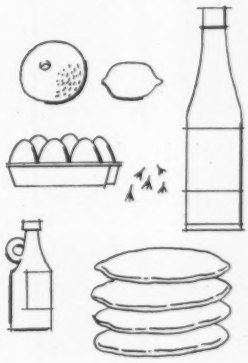
# Crêpes Suzette Soufflées

## ...OLD NEW ORLEANS FAVORITE



*As served at Broussard's by Felix Savoy. Napoleon approves!*

**Here's how to make it!**



There are three steps in the Crêpes ritual at Broussard's—a sassy sauce, a light egg batter and a determined meringue.

Make sauce and store until needed. Cream ¼ cup sweet butter with 1 cup sifted confectioner's sugar. Flavor with rum or a few drops pure rum extract. Grate rinds of 1 medium orange and 1 lemon; extract juice & pulp. Combine with sauce and heat just a little to blend it. Add 2-3 whole cloves. Makes 1 cup.

Make 4 paper-thin French pancakes about 8 inches in diameter. Follow your own favorite recipe, but use a light egg batter.

Fill the centers with 4-5 heaping tbsp. very firm vanilla-flavored meringue. Fold in half, then again, making a triangle. Dust with confectioner's sugar.

Pour sauce into baking dish, arrange folded Crêpes in it. Set in pre-heated 325-degree oven 10-12 minutes, until Crêpes puff up and meringue browns lightly.

Carry to table at once. Pour 1½ oz. good brandy and ½ oz. Grand Marnier over each. Touch match to the dish and flame-baste Crêpes a minute or so. Serve at once on heated plates covered with brandy sauce. Makes 4 gourmets happy.

# *WWL-TV... New New Orleans Favorite*

Among New Orleans' favorite shows are the ones they see *live* on WWL-TV. Ranging in interest from NEW ORLEANS JAZZ to MORGUS BOARD (featured in TV Guide, Nov. 21) to authentic jungle adventures on WILD CARGO, WWL-TV's schedule of 49 live shows per week provides the perfect vehicle for commercials that require a personal touch.

*Ask Katz about the local popularity of WWL-TV's live programs*

# WWL-TV

CBS

NEW ORLEANS

## MONDAY MEMO

*from* **DIXON L. HARPER,** *radio farm director, Aubrey, Finlay, Marley & Hodgson, Chicago.*

# Radio-tv farm advertising pays off

Why am I as an agency man interested in farm broadcasting? As a former farm broadcaster myself, I know what good radio farm directors can do for an advertiser in the practical terms of *sales results.*

How has farm broadcasting paid off for our clients?

How do we select the stations we are going to use?

How do farm advertisers choose and use farm radio and tv?

We know that farmers depend on radio as a source of vital information on the weather, markets, news, and farm research information. Tv, too, fills this role in some areas, but as yet we cannot find good farm tv over wide enough areas of the country to use it nationally. Because of this service rendered by the tv-radio farm director and the important part he becomes in rendering this service, he is a respected, influential opinion leader.

Just two months ago Radio Advertising Bureau reported in the trade press that personalities are radio's strongest persuasive power; nine out of ten listeners believe in some radio personality; seven out of ten told RAB they would try a product or service on the recommendation of their favorite radio personality. We believe this is even more true of the farm personalities who service their listeners.

We as advertisers like the coverage we get with farm radio. Nationally, 99% of the farm homes have radios. This last October, we surveyed farmers only in Kansas and Missouri and found that 98% have radios; 90% told us they listen daily to a farm program; and more than half—nearly 54%—listen two or three times a day to farm programs. That's real circulation. Tv is coming up, too. The same survey of Kansas and Missouri showed that 93% of the farm homes have television. However, farmers do less viewing than listening. Most of them—88%—watch tv once a day, but less than 45% watch more than once a day. And, of course, the big viewing by farmers is in the high-cost network entertainment hours of 7 to 9 p.m. Farm viewing at other hours is infinitesimal, except to those stations that had good farm telecasts with good farm directors.

**Results Count** • Sales results: One of our accounts that sells livestock and poultry feeds used a tv farm program to build distribution. There were three dealers in the coverage area of the station when this account went on the air. Two years later, there are 72 dealers in the area.

Why do our advertisers choose radio? We can use as much or as little radio as potential or budget allows. We had a sales campaign explained in detail in a farm magazine ad recently. It took eight pages, full color, double-gate fold to tell the story and we could only run it once in the month of November. But in addition to this farm sales message, we used this same farm message in our radio commercials running daily, thus increasing the impressions for our sales message many times over.

Also the message was much more localized and specific for the station's coverage area than it could possibly be in a national ad.

*Dixon L. Harper has been radio farm director at Aubrey, Finlay, Marley & Hodgson Inc., Chicago since 1956, where he handles the International Harvester Co. account. Mr. Harper is responsible for copy, contact and merchandising on IH, to which he brings many years of experience in farm broadcasting. Born on a farm in Ames, Iowa, he was active in 4-H activities and attended Iowa State College. After serving in the air force, Mr. Harper joined WOI Ames as air personality and in 1947, on a farm radio scholarship, became assistant to the farm director at WMT Cedar Rapids. Mr. Harper then joined WLS Chicago as farm director, where he remained for three years before joining AFM&H.*

We even used radio the first few days after the ad broke to merchandise the ad.

**Flexibility** • We choose radio because of its flexibility. Farm radio is the most flexible medium for the farm advertiser available. It has flexibility in the amount of time we buy, in scheduling and geographically.

Low cost is another advantage of radio and especially to the farm advertiser. It gets immediate response and we know that the local advertiser, the men who count the pennies for advertising and who demand immediate results, are now spending more than four times as many dollars on radio advertising as they did in 1945—before television.

Finally, we as farm advertisers like farm broadcasting because it is merchandisable. The station and the farm director merchandise the radio schedule to the dealer and to the sales force to build enthusiasm.

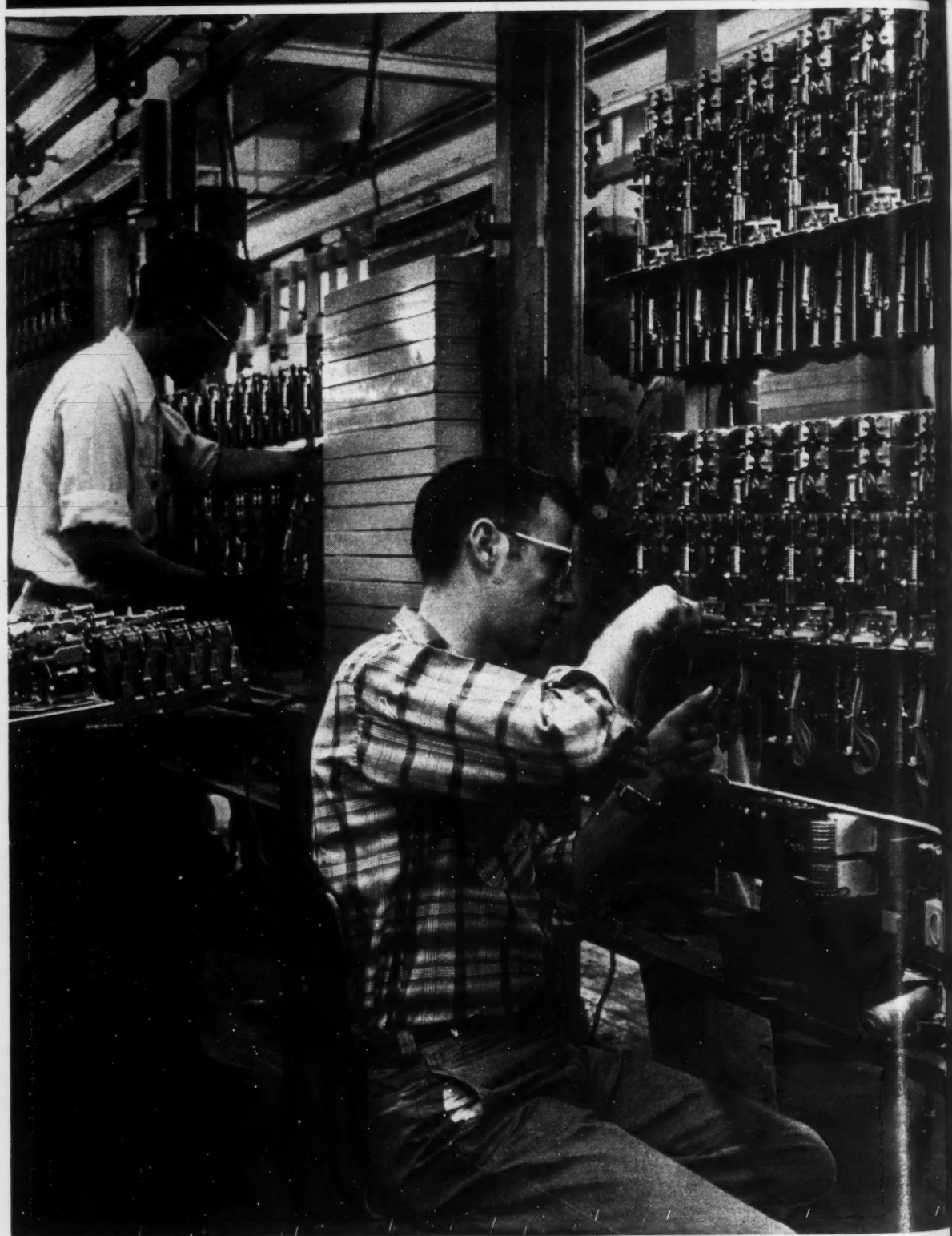
We want our company to create product preference. The advertiser cannot afford "feeble" commercials. Too, radio is personal selling and that is the way we have found farm directors sell. It is not theatre or podium—it's more like the house-to-house salesman, but the approach must be right.

The farm personalities we use must be familiar with our product in order to be sincere and believable. And that's why we like farm broadcasters—because they do try our products and learn the sales features personally.

Effective radio for the advertiser creates the right mood for his message. You can't do this on top-40-rock 'n' roll for the farm advertisers. You can't do it with 30-second and one-minute bits of farm information between records. To attract and hold the farmer you must program the information he wants in a block without wasting his time. He is a businessman who wants it now. He'll take his entertainment later.

When merchandising a radio schedule, tell the sales force all details. Be sure the stations know the advertiser's problems and where radio fits into the overall advertising and sales promotion plans. Use station personalities to gain attention for the campaign. Continuously merchandise the radio schedule to the sales force so they will catch fire with enthusiasm over the newest sales tool, and so they will work *with* and *for* radio during the campaign.

# WESTERN ELECTRIC AND



SKILLED HANDS prepare giant frames of complex central office dial switching equipment slated for installation in one of the many Bell telephone companies across the nation. This equipment and telephone cable are the principal products Western Electric makes in Chicago.

# CHICAGO, ILL.

**Nation's leader in grain trading, meat packing and rail handling, Chicago is the leading maker of Bell telephone equipment, too... at Western Electric's Hawthorne Works. And Chicago shares in the benefits this telephone job provides.**

Chicago sprouted from a small Lake Michigan settlement into a vigorous metropolis in just over a century. And Western Electric grew with it, for it was 90 years ago that our newly formed company first came to Chicago.

Western Electric feels itself an integral part of this great city for over 21,000 Chicagoans help us with our job as manufacturing and supply unit of the Bell System.

Many other thousands also help as employees of our Chicago suppliers. Last year we spent almost 63 million dollars with 2,696 Chicago companies – part of our statewide supplier team of 3,719 firms.

As important as the telephone equipment we make are the benefits our work provides. These include the added business to local merchants, taxes that aid city betterment, and the active participation our people have long taken in civic and social activities.

Western Electric is happy indeed to have shared in Chicago's rapid progress and we look forward to a prosperous future together.

**Besides Chicago, Western Electric has plants in 25 other cities where we also make telephone equipment for the Bell System. Last year we purchased over a billion dollars' worth of raw materials, products and services from over 30,000 suppliers located in every state. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 different cities.**

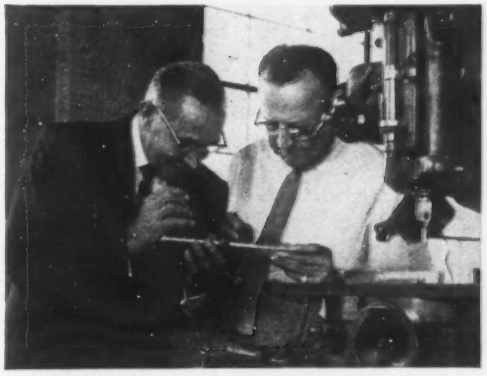
Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

PERISCOPE PEERING is the high point of a visit to the Chicago Museum of Science and Industry. Western Electric's Arthur Wiseman, Jr., and family find Chicago full of delightful sights and surprises including the captured German submarine (U-505).

HIGH PRAISE from Paul W. Goodrich, President of the Chicago Association of Commerce and Industry: "Western Electric's Hawthorne Works has always been considered one of Chicago's finest industrial neighbors—a highly cooperative corporate citizen."

JUNIOR ACHIEVEMENT group of teenagers sponsored by Western Electric is supervised by W. E. employee, Herb Preppernau, as they manufacture hand cream with a lanolin base. Many of our Hawthorne Works employees devote a lot of their spare time to such worthwhile community projects and activities.



MUTUAL INSPECTION of a Western Electric part is conducted by W. E. purchasing man, S. Jenson (left), and F. Corte, President of Boyar-Schultz Company. Boyar-Schultz specializes in repairing tools and dies and is one of our 2,696 Chicago-area suppliers.

1st in SAN ANTONIO

FOR EVERY QUARTER-HOUR SEGMENT

6 a.m. to 6 p.m.

. . . as compiled by

PULSE

for

SAN ANTONIO

SEPTEMBER, 1959

and FIRST in HOOPER, too!

morning and afternoon

REPRESENTATIVE:

KATZ AGENCY

5000 Watts • 860 KC

KONO Radio

JACK ROTH, Mgr.

SAN ANTONIO, TEXAS



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**BROADCASTING**

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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SEE PAGE 57



THEY KNOW WDBJ RADIO HAS REAL SALES POWER

PAXTON C. JUDGE
Vice-President,
Roanoke Division
THE KROGER COMPANY

*"We've used WDBJ Radio for twenty years and have found it to be a productive medium".*

R. E. FOUTZ
Secretary-Treasurer
and Manager
Roanoke Grocers, Inc.

*"Our quarter-hour morning program has paid handsome dividends over a 6-year period—reaches homemakers we want to sell".*

F. W. JOSEPH
District Superintendent
COLONIAL STORES, INC.

*"WDBJ Radio has done a fine job helping us to build customer acceptance since our entry into Roanoke's competitive market 5 years ago."*

WDBJ CBS RADIO
Roanoke, Virginia
AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts

PETERS, GRIFFIN, WOODWARD, INC.
*National Representatives*

*Chief Engineer's Report on RCA-5762*

TED E. CAMPBELL
WJAC-TV
Johnston, Pa.

**SEVEN YEARS OF DEPENDABLE SERVICE...**

## 44,626 hours on-air!

...Ted E. Campbell, Chief Engineer of WJAC-TV in Johnston, Pennsylvania has this to say about RCA-5762...

"This RCA-5762 transmitting tube has given us seven years of reliable service in our visual power amplifier. It piled up the amazing total of 44,626 operating hours before it and others were replaced on principle alone."

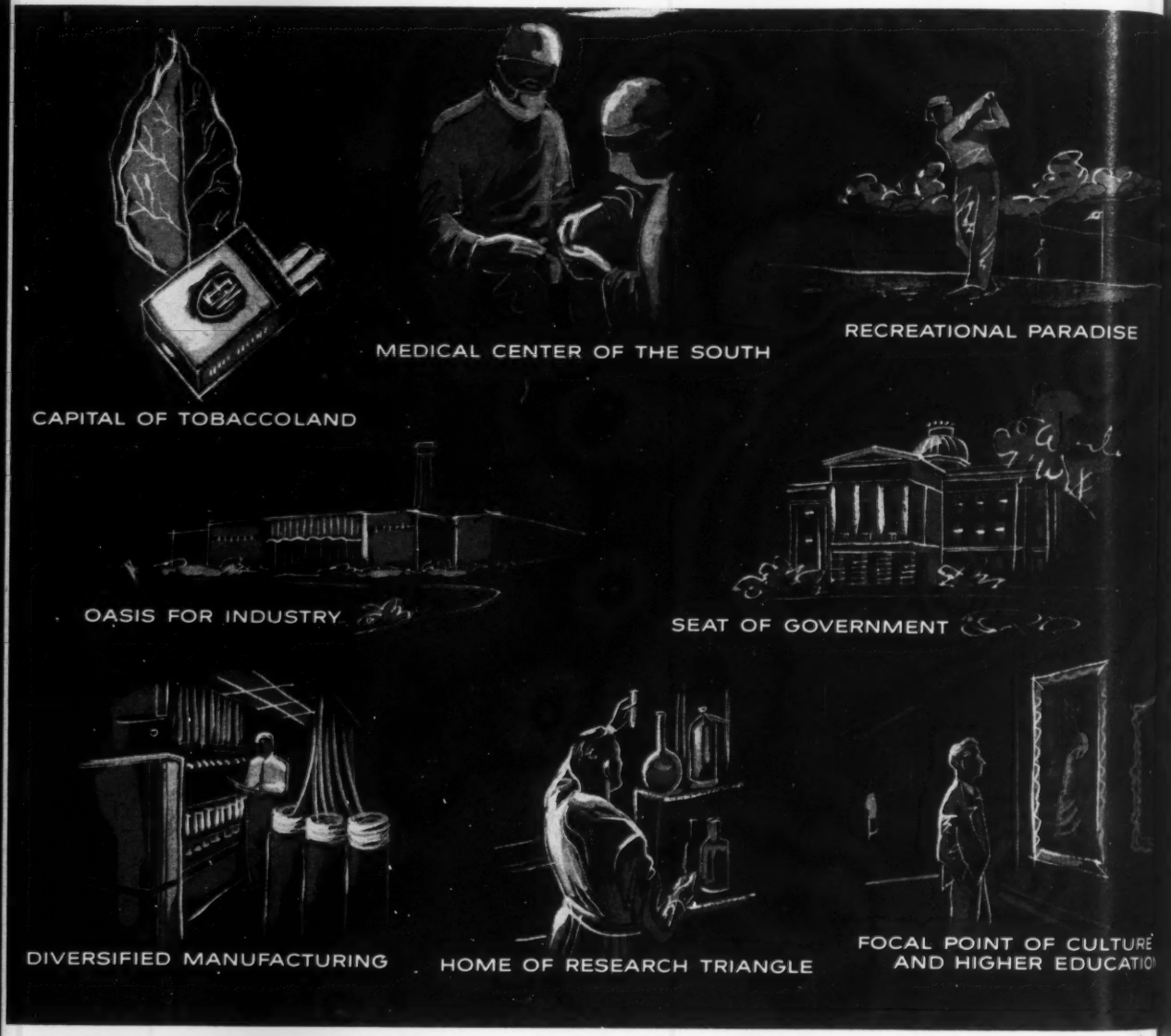
The extreme longevity experienced by WJAC-TV is, of course, exceptional. But it does indicate the dependability and high quality of the RCA-5762. An increasing number of television stations are discovering, like WJAC-TV, that proper care of their RCA-5762's will often pay off in *extended service well beyond normal tube-life expectancy*. Such prolonged operating life is a bonus for all departments. It means reduced transmitter maintenance and downtime as well as substantially lower costs per hour of tube operation.

Your RCA Distributor of broadcast tubes can supply your needs promptly. He also carries high-quality RCA Sound Tape for your convenience. Count on him for dependable service.

**RADIO CORPORATION OF AMERICA,** *Electron Tube Division, Harrison, N. J.*

ANOTHER WAY RCA SERVES THE BROADCASTING INDUSTRY THROUGH ELECTRONICS

# *PROFILE OF A MARKET*
## Raleigh-Durham




**WTVD** IS THE DOMINANT STATION IN THE RALEIGH-DURHAM MARKET *ASK YOUR PETRY MAN*

**WTEN** Albany **10** ☆ **WTVD** Raleigh-Durham **11** ☆ **WPRO-TV** Providence **12** CBS AFFILIATES

**CAPITAL CITIES TELEVISION**

# NAB TOUGHENS ITS TV CODE

## Plugs, payola, quiz rigging are banned

NAB Television Board at special Dec. 4 meeting in Washington took steps to shore up code structure by sharpening language and taking first steps to make fee structure attractive to small stations.

TV board deferred, presumably until next meeting, consideration of proposals advanced by code board on new commercial time limitations. Specific proposals had to do with reduction of commercial time in participation programs as well as prohibitions against multiple spotting. Commercial allowance in program running 90 minutes now totals 11 minutes, whereas in participating program time runs 18 minutes. Code board recommended reduction in allowance in participating programs from six in half-hour segment to five. Amendments were presented by Donald H. McGannon, Westinghouse stations, NAB Tv Code Board chairman.

G. Richard Shafto, WIS-TV Columbia, S.C., Tv Board chairman, said board recognized widespread criticism of television by making "a sincere effort to improve definitions in such trouble areas as quiz programs, use of scenic props, and surreptitious brand mentions and trade deals."

Tv Board called for continued effort to strengthen code structure by adding new subscribers. Fourteen new subscribers have been added in last fortnight, bringing total to 285, and other additions are pending, Mr. Shafto said. All subscribers now pay $405 yearly for code subscription, but scale may be changed to station-size basis.

Tv directors rejected proposal by Roger W. Clipp, Triangle Stations and former NAB Tv Code Review Board chairman, for "before-the-fact" review of programs and commercials (see story page 41). Board felt this idea was contrary to "voluntary enforcement" concept of code and would involve enormous implementing structure costing millions. "The board is not prepared to undertake so drastic a revision at this time," Mr. Shafto said.

Text of the new code paragraphs follows:

Insert under "Acceptability of Program Material" after first sentence (following ". . . his society"): "The intimacy and confidence placed in television demands of the broadcaster, the networks and other program sources that they be vigorous in protecting the audience from deceptive program practices."

Under same section add these two paragraphs:

"z) Quiz and similar programs that are presented as contests of knowledge, information, skill or luck must in fact be genuine contests, and the results must not be controlled by collusion with or between contestants, or any other action which will favor one contestant against any other.

"aa) No program shall be presented in a manner which through artifice or simulation would mislead the audience as to any material fact. Each broadcaster must exercise reasonable judgment to determine whether a particular method of presentation would constitute a material deception, or would be accepted by the audience as normal theatrical illusion."

Under "Treatment of News and Public Events add: "10. All news interview programs should be governed by accepted standards of ethical journalism, under which the interviewer selects the questions to be asked. Where there is advance agreement materially restricting an important or newsworthy area of questioning, the interviewer will state on the program that such limitation has been agreed upon. Such disclosure should be made if the person being interviewed requires that the questions be submitted in advance or if he participates in editing a recording of the interview prior to its use on the air."

Insert new section after "Subliminal Perception": **"Production Practices.** The broadcaster shall be constantly alert to prevent activities that may lead to such practices as the use of scenic properties, the choice and identification of prizes, the selection of music and other creative program elements and the inclusion of any identification of commercial products or services, their trade names or advertising slogans, within a program dictated by factors other than the requirements of the program itself. This expressly forbids the acceptance by producers, talent or any other personnel of cash payments or other considerations in return for including any of the above within the program."

Under "Presentation of Advertising" add: "h) The role and capability of television to market sponsors' products are well recognized. In turn, this fact dictates that great care be exercised by the broadcaster to prevent the presentation of false, misleading or deceptive advertising. While it is entirely appropriate to present a product in a favorable light and atmosphere, and techniques may be used to depict the characteristics of the product as they appear in actuality, the presentation must not, by copy or demonstration, involve a material deception as to the character, performance or appearance of the product."

## Magnuson warning

Tv industry's assurance it can "right its own house" must be implemented with "definitive action, meaningful policing, and effective safeguards for the viewer," Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) said Friday in releasing text of letter to him from NAB Tv Code Review Board Chairman Donald H. McGannon (see page 52).

Sen. Magnuson reiterated plans to call industry and federal agency heads before committee next month to review progress made and steps needed to "insure that there can be no repeat of the disgraceful tv quiz scandal or similar huckstering." Sen. Magnuson said Federal Trade Commission Chairman Earl Kintner has promised "full report of FTC activities in this field" to committee in "near future."

## NAB directors resent slurs at industry

NAB joint radio and television board at special Washington meeting Friday, voiced its indignation at those who have slurred industry's name.

After all-afternoon meeting, joint board issued three-paragraph statement noting tv code had been strengthened that day and referring to radio standards of practice.

Board discussion went into details of recent Washington headline-hunting

*(Continues on page 30)*

charges and investigations. Directors conceded quiz rigging and payola practices are reprehensible but emphasized affirmative side of industry's public-service record. President Harold E. Fellows presided at joint meeting. Text of resolution adopted by board follows:

"1. We deplore the unethical and reprehensible actions of a few who have cast a shadow on broadcasting's tremendous contributions to the American public.

"2. We believe that the steps taken by the Television Board to amend its code for the purpose of effecting more stringent self-regulation, coupled with positive steps being taken to broaden membership in, and adherence to, its own codes of good practice in both radio and television, will further preserve the integrity of the broadcast media.

"3. We pledge on behalf of the National Assn. of Broadcasters, the most earnest and wholehearted cooperation with the Federal Communications Commission and the Federal Trade Commission to the end that the full extent of broadcasting's contributions to the American public can be properly evaluated."

## Tomorrow's witnesses

FCC Friday announced list of witnesses scheduled to appear tomorrow (Dec. 8) in its public proceedings on programming which begin today (Dec. 7) in Washington. Names of those testifying today were announced earlier (see page 58). Tomorrow's witnesses:

Miss Martha A. Cable, American Assn. of University Women; Albert Dickman, Educational Television Council; Miss Cloe Gifford, General Federation of Women's Clubs; Angus McDonald, National Farmers Union; John White, National Educational Television Assn.; Mrs. Edmund Campbell, Greater Washington Educational Television Assn.; Dr. Walter B. Emory, U. of Michigan; Mrs. Mildred Brady, Consumers Union and representative of American Assn. of Land-Grant Colleges and State Universities; Dr. Eugene F. Hoffman, American Medical Assn.

Commission estimated that each witness would be on stand about 30 minutes—for presentation of his statement and to answer Commission's questions.

## NBC acts on giveaways

NBC announced Friday it was taking "direct control of arrangements for obtaining prize merchandise" given away on any of its programs. It will obtain them "by purchase or in exchange for identification on the program," according to announcement by James A. Stabile, newly appointed vice president in charge of standards and practices. (See WEEK'S HEADLINERS, page 32.)

New NBC policy differs from that announced by CBS-TV, which banned on-air identification of gift merchandise or suppliers and said that on programs it produces any prizes will be bought and charged up to production costs (see page 48).

NBC announcement said no merchandise will be acquired for any program unless it is to be awarded as prize on that program. No cash payments will be received from suppliers of merchandise, announcement continued, and identification of prizes and their donors will conform to NAB codes. Mr. Stabile said new policy is effective immediately and will be implemented program by program as soon as appropriate arrangements can be made.

## Music pact?

If things come unstuck it won't be first time (or even second), but word circulating late Friday was that All-Industry Radio Music License Committee and ASCAP appeared once again to be near terms for new ASCAP music licenses, and observers thought deal might be buttoned up this week. Negotiators for both sides conferred before Federal Judge Sylvester Ryan in judge's chambers in New York Friday afternoon, are scheduled to resume this week to work out contract language. Indications still were that saving of about 9% in radio's total payments to ASCAP would be effected.

## 47 groups to attend FTC deception panel

All-American conference on public deception has been scheduled by Federal Trade Commission in Washington Dec. 21-22. First such meeting ever conducted by trade commission, schedule contemplates round table discussion by representatives of 47 major civic, professional and welfare organizations on sharp selling and advertising practices. Theme of sessions explained by FTC Chairman Earl W. Kintner: "It stands to reason that tricky advertising and merchandising become futile under the sharp eyes of educated buyers."

Among organizations to be represented are NAB, American Society of Newspaper Editors, American Society of Newspaper Publishers, Assn. of Better Business Bureaus, farm bureaus, women's clubs, consumer groups, labor organizations.

Subjects to be discussed: Fictitious pricing and bait advertising, direct selling, labeling of wool, fur and textiles and employment opportunities misrepresentation.

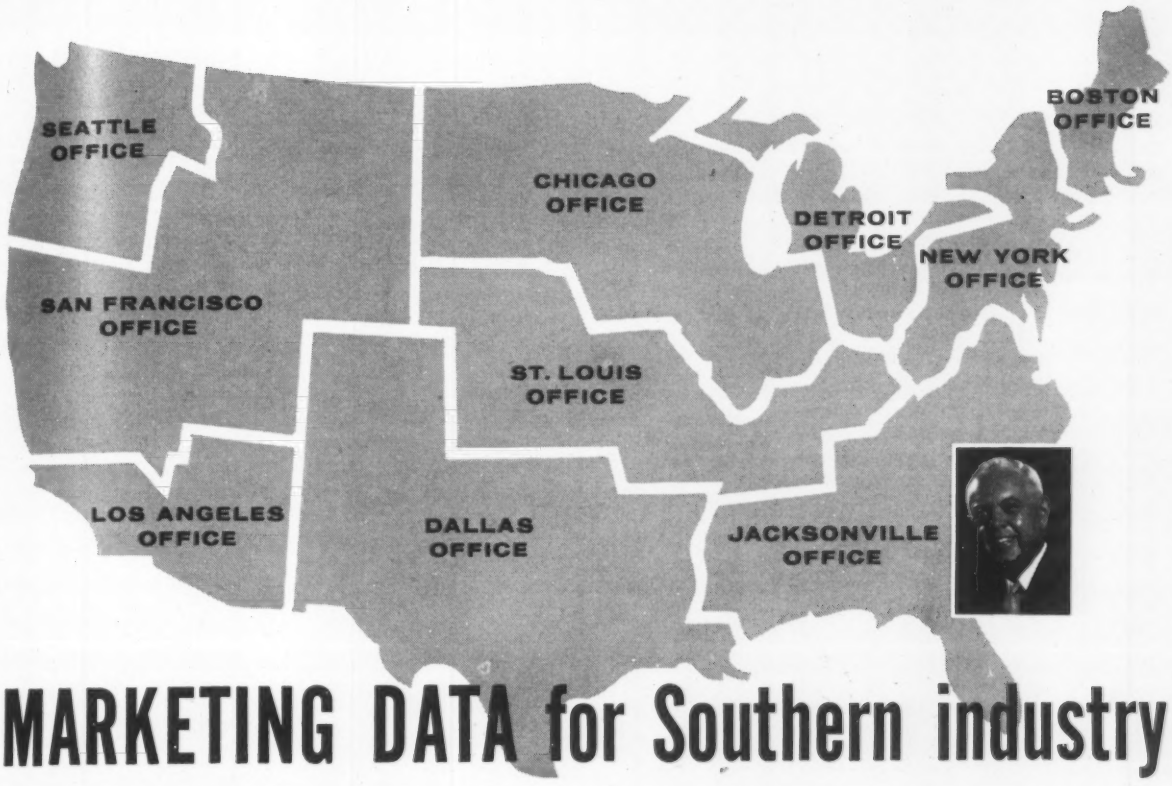
## KYW d.j.'s fired

Two disc jockeys, fired by KYW Cleveland on Thursday, issued denials Friday that they took money for playing records. Joe Finan and Wes Hopkins, air personalities for Westinghouse outlet in Cleveland, said that on their own time they acted as "consultants" to distributors and record makers on merits or commercial possibilities of specific recordings. "At no time was any record presented [on the air] for the purpose of 'laying on' and no money was ever received in this capacity," their statement said. Inquiries at station and at WBC headquarters were met with presentation of WBC position on payola (BROADCASTING, Nov. 30).

## World Wide bought by Metropolitan

Metopolitan Broadcasting Corp. has acquired all stock of World Wide Broadcasting System, which beams short wave programs to most parts of world. Price was undisclosed but it reportedly is in million-dollar area. Purchase is subject to FCC approval.

World Wide broadcasts from WRUL New York, using directional antenna sytem at Sciutate, Mass., to countries in South and Central America, Europe, Middle East, Africa and Australia. Its programming is offered for commercial sponsorship. Its founder-president is Walter S. Lemmon, who began operations in 1935. Metropolitan Broadcasting, which is in midst of expansion program, owns and operates WNEW-AM-TV New York, WHK Cleveland and WTTG-TV Washington, D.C., and has signed contracts to acquire WIP Philadelphia, WTVH (TV) Peoria, Ill., and KOVR (TV) Stockton, Calif. These transactions are subject to FCC approval.




# MARKETING DATA for Southern industry

**HARRY CUMMINGS,** *manager of our Jacksonville office, one of ten offices providing fast efficient service to Advertising throughout the U. S.—service that helps advertising dollars deliver extra value.*

Within a generation the South Atlantic states have made spectacular gains in population. In Florida, for example (1930 census, 1,468,211) the 1960 census figures are expected to reach five million.

Gains by South Atlantic industry and commerce have been equally impressive. The consequent growth in advertising volume points up the importance of our Jacksonville office, maintaining close contact by wire and phone with more than 150 agencies and advertisers.

Blair-TV operates on this basic principle: that alert informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in position to serve effectively. Today these stations are located in 25 of America's greatest markets. Together they cover 56 percent of its population — virtually 60 per cent of its effective buying power.

In its area, each of these stations stands as a power-house of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

**WABC-TV** — New York
**W-TEN** — Albany-Schenectady-Troy
**WFBG-TV** — Altoona-Johnstown
**WNBF-TV** — Binghamton
**WHDH-TV** — Boston
**WBKB** — Chicago
**WCPO-TV** — Cincinnati
**WEWS** — Cleveland
**WBNS-TV** — Columbus
**KFJZ-TV** — Dallas-Ft. Worth
**WXYZ-TV** — Detroit
**KFRE-TV** — Fresno
**WNHC-TV** — Hartford-New Haven
**KTTV** — Los Angeles
**WMCT** — Memphis
**WDSU-TV** — New Orleans
**WOW-TV** — Omaha-Council Bluffs
**WFIL-TV** — Philadelphia
**WIIC** — Pittsburgh
**KGW-TV** — Portland
**WPRO-TV** — Providence
**KGO-TV** — San Francisco
**KING-TV** — Seattle-Tacoma
**KTVI** — St. Louis
**WFLA-TV** — Tampa-St. Petersburg

# AT DEADLINE CONTINUED

## D.A. questions singers

Several singers were questioned Friday by New York District Attorney Frank Hogan in current payola probe and were asked if they had paid disc jockey Alan Freed for privilege of appearing on his radio and tv programs.

Singer Bobby Darin declined to tell newsmen what his answers were. Eileen Rodgers, now appearing in Broadway musical, "Fiorello!", said she had appeared on his programs "many times" and "got paid and I never had to pay him." Names of other singers, all of whom were subpoenaed, were not disclosed.

## RCA stock dividend

RCA has declared 2% common stock dividend in addition to regular quarterly cash dividend of 25 cents on common of company, it was announced Dec. 4 by RCA Board Chairman David Sarnoff. Dividends are payable to holders of record at close of business Dec. 18, 1959, with cash dividend on Jan. 25, 1960 and stock dividend on Feb. 1, 1960.

On basis of last Thursday's closing price of RCA common stock on New York Stock Exchange, 2% stock dividend would be equivalent to about $1.40 per share. RCA also declared dividend of 87½ cents per share on first preferred stock for period Jan. 1, 1960 to March 31, 1960, payable April 1, 1960, to holders of record on March 14, 1960.

## • Business briefly

**Shulton expansion** • Shulton Inc., N.Y., is naming two new agencies today (Dec. 7), making its total five. Short while back, Shulton had only one agency, Wesley Assoc., N.Y., which still handles bulk of Shulton's advertising (active in spot tv and radio). Named today are Benton & Bowles to handle new Desert Dri cream deodorant and still another unannounced product that will be placed nationally after B&B's tests; and Doherty, Clifford, Steers & Shenfield, N.Y., for 3-Way Curl Spray, also relatively new product. Other agencies: Campbell - Mithun which has Technique Color Tone, hair coloring brand acquired recently by Shulton, and Roth Aldum Inc. assigned to Ice-O-Derm (for problem skin), new Shulton skin cream entry. Advertiser dropped its network specials it sponsored last season, now is spending additional $1 million in pre-Christmas drive using all media.

**Smokes on tv** • P. Lorillard Co. (all brands), N.Y., set to launch extensive spot tv campaign throughout country in unspecified number of markets for 52 weeks, starting Jan. 1. Nighttime exposure accentuated. Agency: Lennen & Newell, N.Y.

**Winter exposure** • Bristol-Myers Co., N.Y., will start new year with tv spot campaign for Sal Hepatica antacid laxative. Spot blanket will cover some 80 markets for periods ranging from 6 to 15 weeks, with number of minutes varying from 3 to 5 per week in each market. Agency: Young & Rubicam, N.Y.

**Beauty Bar Back** • Lever Bros.' Dove returning to spot tv in January after year's absence. Advertiser, currently on network, is buying nighttime minutes in limited number of markets around country through Ogilvy, Benson & Mather, N.Y.

## WBAL's new rep

WBAL Baltimore appoints Daren F. McGavren Co. as its national sales representative, effective Feb. 12, 1960.

# WEEK'S HEADLINERS

MR. ESSEX

HAROLD ESSEX, formerly executive vp of Triangle Broadcasting Corp., licensee of WSJS - TV Winston - Salem - Greensboro, N.C., elected president of that corporation, succeeding W. K. HOYT, who has retired. Mr. Essex has also been vp and general manager of WSJS. HARRY B. SHAW, sales manager of WSJS-AM-TV, elected Triangle vp for sales and PHIL HEDRICK, operations manager, vp for operations. DR. DALE H. GRAMLEY, president of Salem College and Academy, elected to Triangle board of directors, succeeding late R. M. HANES.

MR. STABILE

JAMES A. STABILE, vp, talent and program contract administration, NBC, appointed vp in charge of standards and practices. Mr. Stabile will ride herd on NBC activities designed to eliminate questionable practices in programming and advertising (see SPECIAL REPORT, page 50). He will report to David C. Adams, senior executive vp, and have direct access to NBC management. In February 1957, Mr. Stabile started at NBC as manager, talent negotiations, later became director, talent and program contract administration, and was elected vp last February. He was previously at ABC, starting there in 1951 as attorney, subsequently managed tv network program administration, directed business affairs for radio and tv, elected vp in early 1956 and became ABC general counsel and assistant secretary of AB-PT later that year.

MR. REYNOLDS

JOHN T. REYNOLDS, formerly general manager of KHJ-TV Los Angeles and vp of parent company, RKO General, elected vp - administration for CBS - TV Hollywood. In his new position, Mr. Reynolds will be responsible for administration of all west coast departments other than program, talent and contract departments. He will report to Guy della Cioppa, vp-programs in Hollywood. Mr. Reynolds is director of Southern California Broadcasters Assn. and member of Society of Television Pioneers.

MR. DILLON

THOMAS C. DILLON, treasurer and executive committee member at BBDO, N.Y., since 1958, named executive vp. He was manager of agency's Los Angeles office. Mr. Dillon joined BBDO, Minneapolis, 1938, was transferred to San Francisco and named creative supervisor there in 1942. He was elected vp in 1948 and director of company in 1957.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

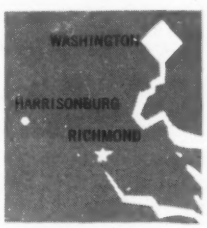
# The Evening Star Broadcasting Company, Inc.

(WMAL and WMAL-TV, Washington, D. C.)

*announces the acquisition of*

# Stations WSVA and WSVA-TV

## Harrisonburg, Virginia




Located in the rich Shenandoah Valley 123 miles southwest of Washington and 120 miles northwest of Richmond, Harrisonburg is a thriving city whose trading area, because of mountain ranges, is not effectively reached by outside stations.

WSVA-TV has measured coverage in an area encompassing 100,000 television homes. WSVA's primary radio coverage area includes 189,200 radio homes.

*The contiguous Washington-Harrisonburg trading areas are now available to advertisers at attractive combination rates. Details upon request.*

For WMAL and WSVA Radio—H-R Representatives, Inc.
For WMAL-TV and WSVA-TV—H-R Television, Inc.

# WXEX-TV

1. Feature Foods Merchandising
2. Community Club Awards
3. In-store Food Displays
4. In-store Drug Displays
5. In-store Food Demonstrations, Sampling, Couponing
6. Store Window Displays

# MERCHANDISING IS FIRST IN RICHMOND, PETERSBURG, CENTRAL VIRGINIA

7. Bargain Bar Promotions
8. Mailings To Retailers
9. Personal Calls On Jobbers, Wholesalers, Retailers
10. Reports To Food Advertisers
11. Promotional Spots
12. Newspaper Ads

**NBC-TV BASIC**

Tom Tinsley, President
Irvin Abeloff, Vice President

**National Representatives:**

**Select Station Representatives** in New York, Boston, Philadelphia, Baltimore, Washington; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, New Orleans; **Daren F. McGavren Co.** in Chicago, St. Louis, Detroit and on West Coast.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

December 7, 1959
Vol. 57 No. 23

# TWO TOUGH MOVES AGAINST PAYOLA

## FTC files bribery charges against record companies, distributors

## FCC sweeps all radio and tv stations in hunt for illegal plugs

The government last week took its first formal action to kill the payola racket in radio and television.

• The Federal Trade Commission charged three record companies and six distributors with bribing disc jockeys to play certain records. RCA, London Records and Bernard Lowe Inc. (Cameo) were the record companies accused. The distributors were in Philadelphia and Cleveland.

• The Federal Communications Commission started a sweeping investigation of payola throughout the broadcasting field. The FCC sent an inquiry to all of its 5,326 broadcast licensees asking them to file information on all programs and commercials broadcast since Nov. 1, 1958, in which the payment of money or "thing of value" to the stations or their employes was not identified over the air.

• Meanwhile, the New York District Attorney stepped up his investigation of payola in a search for violations of New York's commercial bribery laws.

• The U.S. House Legislative Oversight Subcommittee continued its staff investigation of payola, and Chairman Oren Harris (D-Ark.) said a date for hearing would be set by the subcommittee in the near future.

Here are the details of these actions:

## FTC accuses record men of bribing d.j.'s

The Federal Trade Commission last week charged into the payola investigation sweepstakes with the filing of nine complaints charging unfair and deceptive trade practices against three record companies and six record distributors.

The complaints, announced yesterday (Dec. 6), claimed that the record makers and the distributors paid bribes to radio and tv disc jockeys to get them to play certain records, thus boosting the records' popularity and sales.

The charges were filed against:

RCA, London Records and Bernard Lowe Inc. The latter is a Philadelphia firm which puts out the Cameo label. These are all record companies.

And against the following record distributors:

Edward Barsky, Clips Distributing Co., David Rosen Inc., Universal Record Distributor, and Sparks Music Distributors Inc., all of Philadelphia, and Main Line Cleveland Inc., Cleveland.

The FTC said that these firms all "negotiated and paid payola" to disc jockeys to "expose" records in which they had an interest. Some of these records, the FTC said, were played as much as six times daily. The FTC did not identify any disc jockeys. This information is likely to become public if and when a hearing is held.

This practice, the trade commission declared, "has the tendency to mislead the public into buying the 'exposed' records which they might otherwise have not done." It also hikes the ratings of these records on the popularity polls which are used as guides by disc jockeys and by buyers of records.

Payola, the trade commission said, suppresses competition and diverts trade from competitors. It is an unfair practice under the FTC Act, it pointed out.

The complaints, it was learned, were mailed Thursday night. Defendants have 30 days to answer and to demand a hearing. Defendants also may accept a consent judgement by which they agree to discontinue the practice, but do not acknowledge wrongdoing.

If the companies are found guilty of this practice and it is shown that it is contrary to law, the FTC issues a cease and desist order. This is binding on the companies and becomes a criminal matter if the FTC must go to court to enforce it.

The trade commission's action came four days after FTC Chairman Earl W. Kintner publicly announced that his agency was looking into the payola racket. This announcement was made at the FTC meeting with broadcast executives last Wednesday in Washington (see page 40).

At that time Mr. Kintner said that FTC investigators were checking several sections of the country, including New York, Chicago, Philadelphia and Cleveland.

## FCC searches stations for illegal plugs

Dramatic, explicit notice was given last week to 5,326 broadcast licensees that the FCC will make it extremely tough for a licensee if a station or its personnel are guilty of accepting payola in any form.

The Commission on Dec. 3 sent an inquiry to every am, fm and tv station, including educational outlets, demanding to know what payments have been received since Nov. 1, 1958, for any material broadcast and for which the person making such payment was not identified. The inquiry covers both money and anything of value received either by the station or by any of its employes.

The FCC also asked what steps each station has taken to prevent payola in the future. Licensees were told to answer the letter, verified and in triplicate, by Jan. 4, 1960.

Payments for the playing of records, product plugs and other forms of "sneaky commercials" are covered by the order, a Commission spokesman said. The letter did not go to networks as such but was directed to network owned stations.

It was pointed out that the Com-

## 'Crime' and punishment ..... AN EDITORIAL

IN THE scramble for headlines, it was only natural that the FCC should move in on programs, payola and general crackdowns on licensees. The FCC's image, badly battered by earlier charges of *ex parte* fraternizing and the notorious Richard Mack case, was all but pulverized in the new charges of inertia and inaction.

The FCC can't be blamed for its effort to vindicate itself. It has had to take it from Congress for years. Now a sister agency, the Federal Trade Commission, has insinuated itself into what normally is the FCC's domain. (If the FTC's "conference" last Monday with the network presidents is an indication of its exercise of authority, then we'll string along with the FCC).

The FCC crackdown on payola, via questionnaire to all broadcast stations, is significant and somewhat frightening. Payola, insofar as it applies to record-spinning and disc jockeys, has been confined to a few key cities.

The FCC under Section 317 of the Communication's Act, which requires sponsor identification, has the acknowledged legal right to make an investigation. It is to be hoped that the hysteria created by the current investigatory cycle will not panic that agency into regulatory indiscretions. It is incomprehensible that it should attempt to dragoon any great number of stations into life-and-death hearings because of a practice that has been acknowledged and known since entertainment began. Yet, at least one member of the FCC has so threatened licensees in his public mouthings.

Stations and networks alike have moved swiftly in the clean-up effort. We venture that payola already is practically non-existent. Free rides for non-paying advertisers, either open or smuggled, are a relic of the recent past on networks.

Talk of license revocations for payola at this stage is asinine. The crime, at worst, is that of growing up.

munications Act specifically provides that for all material broadcast for which renumeration was received, the person making such payment must be so identified. Penalties for violation range from a reprimand to possible revocation of license, plus fines up to $10,000 and /or imprisonment for one year.

Oldtimers at the Commission and communications attorneys could not remember when such a sweeping step had been taken by the FCC.

No indication was given that any licensee was in danger of losing his license but FCC Comr. Robert E. Lee has stated publicly that payola would be grounds for revocation (BROADCASTING, Nov. 30).

Text of the FCC letter:

"Pursuant to the authority vested in the Commission under the Communications Act of 1934, as amended, you are requested to file with the Commission not later than January 4, 1960, *verified and in triplicate*, the following information:

"1. Since Nov. 1, 1958, what matter, if any, has been broadcast by any of your stations for which service, money or any other valuable consideration has been directly or indirectly paid, or promised to, or charged, or accepted by your station or stations, or anyone in your employ, or independent contractor engaged by you in furnishing programs, from any person, which matter at the same time so broadcast has not been announced or otherwise indicated as paid for or furnished by such person?

"2. What internal controls and procedures have you established to provide you with information concerning the remuneration, other than that paid by you, that has been or may be received by individuals in connection with participation in the preparation and presentation of programs broadcast by your station?

"A separate verified statement shall be filed for each AM, FM and TV broadcast station."

## D.A. probes payola

The New York district attorney's office reported late last Thursday (Dec. 3) that it is proceeding with its examination of books and records of music and record companies for which subpoenas already have been issued but declined to say if the D.A. would move in against other firms. A spokesman said that all records from companies under subpoena have not been delivered, pointing out the issue has been raised whether the district attorney had "jurisdiction" over documents that were located outside of New York.

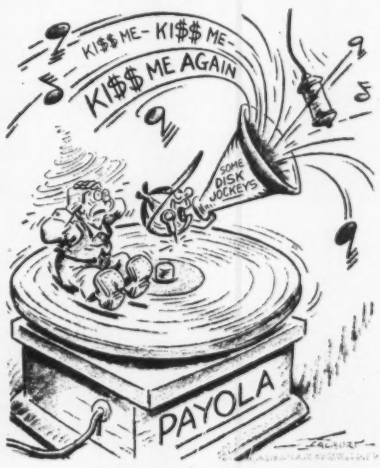
The spokesman added that the seizure of records of former WNEW-TV disc jockey Alan Freed has been delayed. Since Mr. Freed has refused to sign a waiver of immunity for appearance before a New York grand jury, only WNEW-TV corporation documents, and not those belonging to Mr. Freed personally, can be seized it was pointed out that it has not been determined which records can be obtained legally.

The spokesman would not comment on published reports that Jerry Blaine, a New York record company president, had given Mr. Freed an $11,000 interest-free loan. He noted Mr. Blaine has not approached the district attorney.

Mr. Blaine told newsmen he lent the money, secured by a mortgage to the disc jockey about three years ago. Mr. Freed, he added, made monthly payments against principal and interest for about a year, at which time Mr. Blaine returned to Mr. Freed all the interest he had paid and assigned the mortgage over to Roulette Records. Mr. Blaine heads Roulette and several other record companies.

In a related development, singer Don Anthony, who told New York District Attorney Frank Hogan recently that he had paid $5,000 to disc jockeys to promote his records, reported that his home had been stoned last week by "kids in be-bop hats," who yelled: "Rock 'n' roll isn't going to die; you'll die first." Mr. Anthony asked for police protection.

**Taken for another ride?**

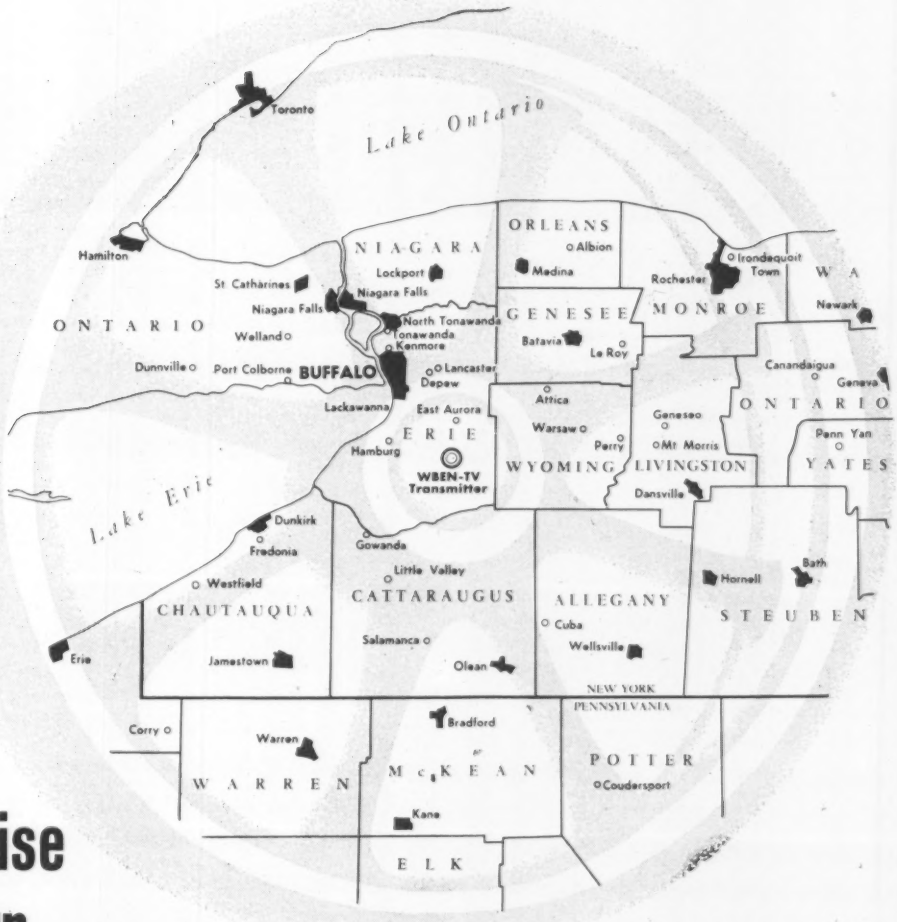



Talburt, Scripps-Howard Newspapers

## Harris hearing date

The House Legislative Oversight Subcommittee will set no date for hearings on its payola investigations when it meets in closed session this week, Chairman Oren Harris (D-Ark.) said Thursday.

It may or may not decide whether




# for moving merchandise in Western New York

# WBEN-TV is the BIG WHEEL

Certainly we can talk quality programming and production, for as Western New York's first television station we have the experience and know-how since 1948. But advertisers like to talk coverage and sales. No station in the area dominates this rich, productive market with perfect pictures and perfect sound as does WBEN-TV. Into Western New York, northwestern Pennsylvania and the Canadian Niagara Peninsula we consistently bring your message before the most people, most of the time. This moves merchandise, rolls up sales gains, levels sales resistance. To WBEN-TV buyers it's the greatest invention since the wheel. It takes them farther faster along the road to sales dominance. Contact us and learn how your TV dollars count for more on Ch. 4.

*Represented nationally by*
*HARRINGTON, RIGHTER and PARSONS*

**WBEN-TV**

A SERVICE OF THE BUFFALO EVENING NEWS

**CH. 4**
**CBS in Buffalo**

more than doubles your Indianapolis potential

*only basic NBC coverage of America's*
**13th TV Market—760,000 TV homes.**

For every 10 "gas dollars" in the Indianapolis Trading Area . . . there are $12 spent in its Satellite Markets. WFBM-TV dominates Mid-Indiana in total coverage and market penetration—Nielsen No. 3.

**INDIANAPOLIS**—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!

**11 SATELLITES**—Each market within WFBM-TV's verified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the KATZ Agency

CHANNEL 6 WFBM TV INDIANAPOLIS

OUR 10TH ANNIVERSARY




hearings will be held. If it does decide to hold hearings, dates will be set after Congress reconvenes Jan. 6. The House group will consider next week whether the information it has up to this time will warrant hearings.

Rep. Harris said he plans to reorganize the subcommittee's relations with newsmen so that they will be required to get information about the House unit's activities from Raymond W. Martin, staff member, instead of from himself, Chief Counsel Robert Lishman or other staff members.

Mr. Martin acknowledged last week that two staff members had interviewed Karen Rose, Chicago tv personality and sponsor of teen-age rock 'n' roll dance parties. Miss Rose, formerly a dancer on the WBKB (TV) Chicago *Polka-Go-Round* program presented on ABC-TV, said before her appearance that she would charge some of Chicago's well-known disc jockeys with receiving payola. Mr. Martin would not reveal what was discussed.

The subcommittee meets Dec. 9 to question Boston industrialist Bernard Goldfine, and its executive session will be held around that time.

**Cast first stone** • RAB President Kevin Sweeney characterized payola as "the most overplayed newspaper story of the year" during a talk before the New Orleans Advertising Club last Wednesday (Dec. 2).

Mr. Sweeney asserted: "Radio would welcome a congressional investigation of payola because it will prove that of the more than 10,000 bright young men who introduce records for the nation's 3,400 radio stations, only a handful were ever on the take."

He criticized newspapers for "overplaying" payola and struck back at papers in this fashion: "Tidy up your own payola situation. Clean up the society page where the ugly duckling daughter of the department store owner appears every time she sips a cup of coffee; clean up the police news situation in many cities where a leading retailer has to commit first-degree murder to get on page one—something like drunken driving scarcely gets him a line. Clean up the automobile page, the sports page, the real estate section and the amusement pages where so-called news stories are allocated strictly on a trick-or-treat basis."

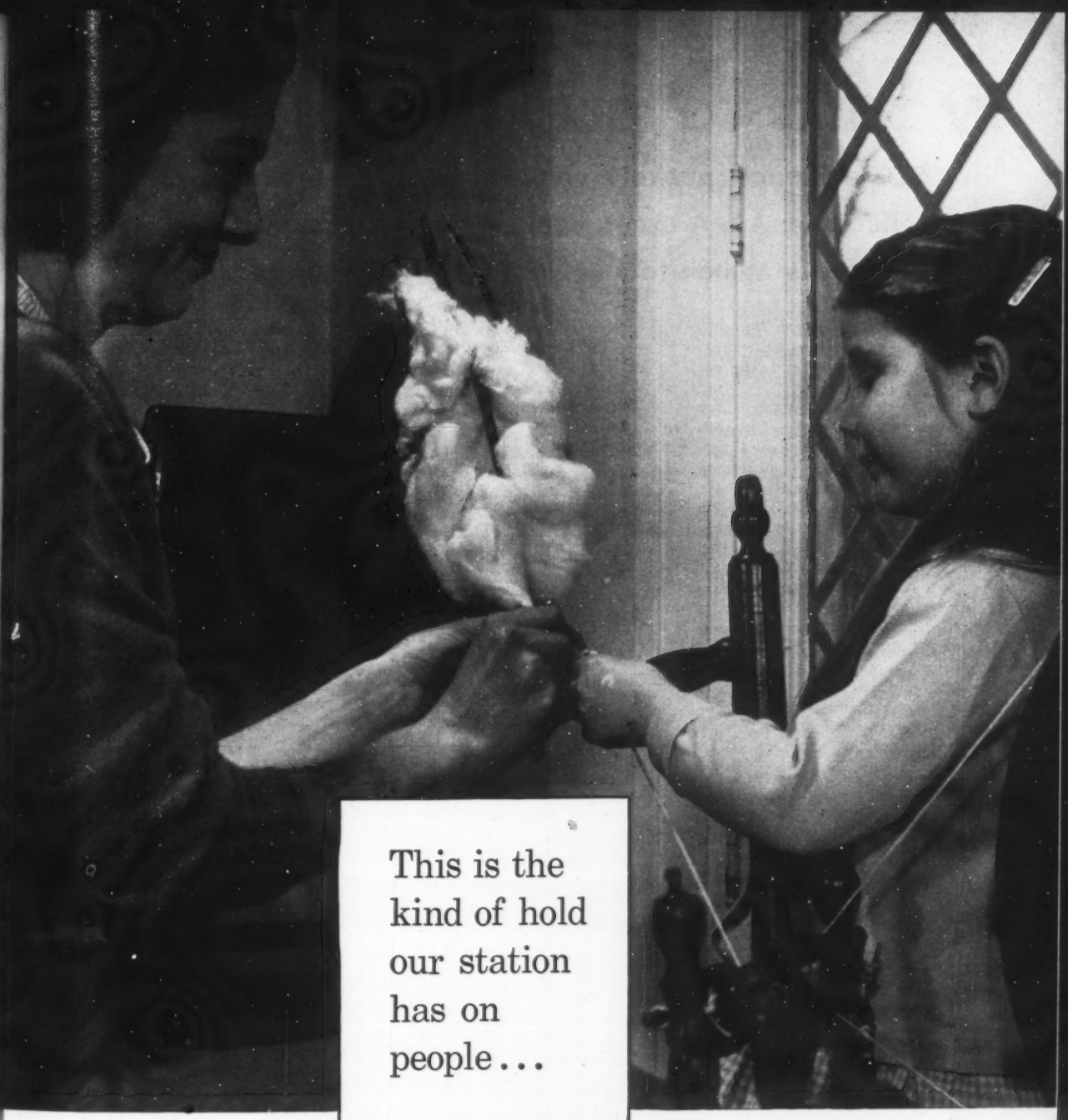
**Payola abroad** • British Postmaster General John Bevins has rejected a demand from Laborite Roy Mason in the House of Commons that the government ban broadcasts of popular records and meanwhile investigate the Member of Parliament's charge that phonograph record manufacturers are paying disc jockeys to plug tunes. Mr. Bevins said the BBC and the Independent Tv Authority have told him that "they have no reason to suppose there is any substance in the alleged irregularities. But they will be glad to consider any evidence." Conflicting with this statement is the charge by Jack Payne, one of the country's leading disc jockeys, that Britain's pop music industry "most emphatically" is operating under payola.

In Canada the Board of Broadcast Governors made payola the subject of its first consultative committee conference. Meeting with the Canadian Assn. of Broadcasters at Ottawa Friday (Dec. 4), the board stated that although there had been no complaints about payola in the country, it's felt that in view of the investigation in the U.S. the subject had to be discussed in Canada. BBG chairman, Dr. Andrew Stewart, says that he is not even sure if payola comes under BBG's new regulations as they contain no specific ban against such payments.

**Turkey in Virginia** • Four disc jockeys at WCMS Norfolk, Va. took matters into their own hands and decided to prove that payola has nothing to do with public acceptance of a record. To illustrate this hypothesis, they played a record of a Turkish novelty 320 times. Roy Lamere, station manager, suspended the four on suspicion of payola involvement, but reinstated them the next day. He had suspended the four, he said, in a moment of confusion, "with all this payola talk involved." The station has not announced whether there are any future plans for the Turkish novelty on WCMS.

**Contrite exhibition** • D.j. Tom Clay, fired from WJBK Detroit two weeks ago (BROADCASTING, Nov. 30), put in an appearance at a dance to answer letters teenagers had written him. He said: "I have received thousands of letters from you kids and almost all of them say they don't think what I did was wrong. This is great for my ego but it's not good for you to think that payola is right." Mr. Clay told the 3,000 at the dance that he got about $5,400 in payola in 18 months. After telling the crowd that "what I did was wrong," the tearful d.j. broke down and left as the youngsters cheered him.

**AFM vs. aliens** • The American Federation of Musicians last week asked the Harris congressional subcommittee investigating questionable practices in the broadcasting industry to examine "additional industry practices which totally ignore the public interest and wrongfully deprive professional musicians of their legitimate employment opportunities." AFM cited the use of "unlabeled, 'canned,' foreign recorded music in otherwise wholly American shows designed to sell American products to the American public."



# This is the kind of hold our station has on people...

You've heard of the "distaff side." And a very rare view it is. But not everyone can show you mother handing down to daughter the veritable power symbol of her sex!

We can—because things are different in this thriving land. The home and family is an institution here, where 68% home-ownership compares with a national 55% average. And to furnish and provide for the hundreds being built, *our* breadwinners boast the highest average pay-check in a very wealthy state.

They turn instinctively, compulsively, to our kind of programming—to our unfrenetic, low-key voicings. They crave a good balance of public service, news and sports unmarred by such two-way irritations as triple-spots. They express their desires in every tangible way you wish—including far superior mail counts and ratings. Plus loyalty to sponsors' products.

Here, you not only reach a purchasing power of over 3⅓ billions a year—but you reach its people with enough expressed loyalty to make America's 17th market even more rewarding to you than rank indicates—Let George P. Hollingbery show you what "hold" means.

**WHIO-TV**
**CBS**
**7**
**dayton, ohio**

**ONE OF AMERICA'S GREAT AREA STATIONS**

*Reaching and Holding 2,881,420 People—in 41 Counties of 3 States*

***channel***

# TV TOLD TO 'CLEAN UP THIS MESS'

## In FTC audience, network spokesmen recite precautions taken to police ads; AAAA urges agencies wage clean up campaign; Wilson wants admen to lobby; doctors, dentists air complaints

Broadcast advertising was the subject of several discussions last week. And from nearly every front, the exhortation was "clean up."

Meeting with the Federal Trade Commission in Washington, network and NAB spokesmen, explained procedures followed to keep misleading and exaggerated commercials off the air. The American Assn. of Advertising Agencies urged that members and nonmembers wage their own clean-up campaign and Rep. Bob Wilson (R.-Calif.) again called for the ad fraternity to set up a Washington lobby to promote better government relations. The medical and dental professions got into the act too, when a New York physician's journal called for a curb of the "deceit in tv drug commercials," and an American Dental Assn. journal scored "untruths" in toothpaste ads.

**FTC 'conference'** • Broadcasting's top echelon sat down with the Federal Trade Commission last week and explained how broadcasters screen advertising before it goes out over the air.

This, in essence, was the sum total of all that took place last Wednesday at the much-heralded conference called by FTC Chairman Earl W. Kintner two weeks ago.

The conference had been originally scheduled as a closed meeting but was thrown open virtually at the last minute to newsmen, photographers and the public.

The Washington conference—it lasted from 10 to 11:30—ran along two courses:

FTC Chairman Kintner exhorted the broadcasters to "clean up this mess." He also urged that the broadcasting industry take the responsibility for keeping deceptive advertising off the air and to uplift advertising and programs.

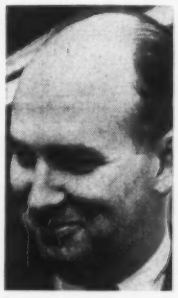
The broadcasting representatives explained—patiently and repeatedly—that each network has a continuity department which screens programs and commercials, that exaggerated or misleading claims for commercial products are investigated, that continuity departments work closely with Better Business Bureaus and other guardians of advertising morals, that they do everything possible to prevent false and misleading advertising from being broadcast and that they are determined to bear seriously their responsibility for what goes out over the air.

**Full FTC Present** • The FTC chairman was flanked by his brother commissioners: William C. Kern, Robert T. Secrest, Sigurd Anderson and Edward T. Tait.

Facing them across the broad conference table at FTC headquarters in Washington were the cream of the broadcasting industry:

Robert E. Kintner, NBC; Frank Stanton, CBS; Oliver Treyz, ABC; Robert Hurleigh, MBS; Harold E. Fellows, NAB and Donald E. McGannon, Westinghouse Broadcasting Co. president, chairman of the Tv Code Review Board.

Among highlights of the 90-minute



**Presidents all** • Leaders of radio and television were summoned to meet with the Federal Trade Commission in Washington last week and the top echelon of the networks sat down to talk about advertising on the air. The results were inconclusive but FTC officials now have a better knowledge of how network continuity departments operate. In the group picture above are the network presidents with FTC Chairman Earl W. Kintner. From l to r: Edward DeGray, ABC Radio; Mr. Kintner; Frank Stanton, CBS; Oliver Treyz, ABC Television; Robert E. Kintner, NBC and Robert F. Hurleigh, MBS. Shown in the individual pictures at right are the two trade association representatives at the meeting: Donald H. McGannon, Westinghouse Broadcasting Co., chairman of NAB's Tv Code Review Board (lower left) and Harold E. Fellows, NAB president (lower right).

conference:

• The FTC is engaged in an "intensive" investigation of payola, Chairman Kintner announced. The FTC Act, it was explained, permits the agency to step in against unfair or deceptive trade practices. This would indicate that the FTC's payola investigation is aimed at music publishers, record makers and their distributors.

• An indication of one of the new provisions in the Tv Code—the subject of a combined NAB boards meeting last Friday and Saturday—was suggested by Mr. McGannon. This will apply to production "gimmicks", he said, which upgrade the worth of a product or the speed of its action.

• One suggestion was offered, but never amplified, by FTC Comr. Kern. This was that perhaps the FTC should include advertising agencies as parties when the trade commission issues a complaint against an advertiser.

• FTC Comr. Secrest asked whether the networks checked film commercials before they were produced. Dr. Stanton explained that in many instances story boards and rushes were submitted to continuity departments.

• FTC Comr. Tait asked whether the scientific claims made for many food, drug and cosmetic products were checked by networks. Again Dr. Stanton answered. The CBS president said that in specific cases the network has asked independent laboratories to test a product. He also revealed that the CBS continuity department has a physician on its staff as a consultant for this very purpose.

• FTC Comr. Secrest expressed the belief that many complaints received by the trade commission were the result of irritation with repetitive showings of the same commercial.

• FTC commissioners were impressed with Mr. McGannon's run down of the successes achieved by the Tv Code Review Board: The elimination of bait and switch advertising, pitchman programs and men in white coats and, more recently, in deleting some "personal hygiene" product commercials. Mr. McGannon stressed that broadcasters have relinquished advertising worth "millions of dollars" by not accepting liquor or feminine hygiene advertising.

**Bulb Flashing Start** • The meeting began, after a bright-lights session of news picture taking by photographers, with a statement by the FTC chairman.

He explained that the conference had been scheduled to be held behind closed doors, but that it had been decided to open the meeting to the public to show there was nothing to hide.

He declared that there would be succeeding meetings and that the purpose of this meeting was to coordinate re-

## Clipp proposes code seal for programs, commercials

The idea of a television seal of approval for commercials and programs was before NAB headquarters last week, in advance of the special tv board meeting Dec. 4, but it failed to engender any enthusiasm.

MR. CLIPP

This dramatic expansion of the NAB code structure was proposed Nov. 20 by Roger W. Clipp, Triangle Stations, a former chairman of the NAB Tv Code Review Board (BROADCASTING, Nov. 30). Mr. Clipp sent his proposal to the 271 stations subscribing to the television code.

NAB had no official comment on the seal-of-approval idea, but a high officer of the association was reported to have estimated that the plan might involve a minimum budget of $2 million, a gigantic staff and at least a dozen field offices.

On the other hand, Mr. Clipp said the job could be done by adding perhaps a score of people to the present tv code staff and streamlining the NAB headquarters operation. Diversion of around $150,000 or $200,000 of NAB's budget for code staff expansion would be ample, he said. NAB's current budget is a little over $1 million; the tv code fund is about $130,000.

Mr. Clipp's plan envisions cooperation of a deputy or liaison man at each tv network and station. The job of previewing network commercials and programs would be simplified through this procedure, he said. As to national spot, he said there are about 150 new major spot campaigns in the course of a year, and much of the review problem could be handled in conference with advertisers and agencies. The networks already are highly conscious of program and commercial standards, he said, and have review procedures in operation.

"I believe there is no opportunity to get additional monies from our industry beyond the $4½ million which I roughly estimate as the amount now being contributed by the broadcasting industry to finance national trade associations," Mr. Clipp said. "Yet, additional monies are needed for the code board properly to do its job. I and other broadcasters believe NAB's activities can be streamlined and substantial monies channeled to the code board so that it could do a complete job."

He added that "stronger policing of tv programs and commercials is a must to the salvation of our industry. . . . The code board's activities during the four years I served were seriously hamstrung because of lack of staff and lack of money. Presumably the situation hasn't changed."

## Is FTC pitching political hay?

Harry C. Butcher, KIVA(TV) Yuma, Ariz., let Chairman Earl W. Kintner, Federal Trade Commission, have both barrels in a Dec. 3 telegram.

MR. BUTCHER

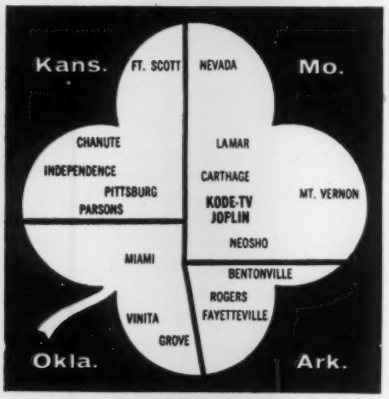
Mr. Butcher charged FTC with setting up another disparaging story for newspapers to use against television competition. He said the FTC, which "deserves much commendation," and the chairman were making "political hay" out of the situation caused "by unfortunate, misguided, selfish and uncontrolled activities of a few greedy pseudo-showmen who rigged quiz shows."

Speaking as a small-market operator, Mr. Butcher said, "I am indignant that as a part of the whole industry we stand condemned by headline and story that we are under a 'pall of suspicion'."

Mr. Butcher added, "Out here we still believe in the Constitution, which assumes every man is innocent until proven guilty. If you think we and other stations are guilty, you have the evidence so why don't you act thereon in an orderly and legal manner?"

Mr. Butcher sent copies of his wire to President Eisenhower, whom he served as naval aide during World War II, to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and to U.S. Senators from California and Arizona (Mr. Butcher's Yuma station has offices in El Centro, Calif.)

**This four-leaf clover is worth looking over!**




**MISSOURI'S 3rd TV MARKET**

**151,400 TV HOMES***

Lucky KODE-TV, Joplin, Mo., is 28% taller, 29% more powerful than the nearest competition. And KODE-TV covers: • a 4 state area • 151,400 TV Homes • 669,800 people with $776,919,000 buying power.

**KODE-TV** CHANNEL 12
JOPLIN, MISSOURI CBS-ABC

Rep. by Avery-Knodel • A member of the Friendly Group
PAR *TV Mag., June '59

sponsibilities "so that a practical, understandable plan of action can be formulated."

The FTC chairman added, almost parenthetically, that the trade commission has "continued to receive a large volume of complaints" against advertising in media other than broadcasting. "The problem," he said "is not one common to the broadcast medium."

He said that the commission was receiving on an average 25 additional complaints daily than it had been receiving previously. Most of these dealt with good taste in advertising, he said, not false and misleading advertising.

In the course of the conference, Mr. Kintner agreed that many of complaints about radio and tv advertising were directed mainly at small stations. The principal problem on local advertising, Mr. Kintner said, "relates almost solely to radio."

At one point Mr. Kintner declared that the present publicity involving broadcasting was a "great opportunity" to clean up advertising. He added with vehemence: "We mean business."

At another point the FTC chairman said with a smile: "We feel we'll be working closely with you for many years to come."

The FTC is spending $2.25 million of its $7 million budget to check and prosecute false and misleading advertising, Mr. Kintner said. He said the trade commission was going to have to ask Congress for additional funds to handle this load.

**Local and Network Ads** • Broadcasters and trade commissioners found themselves in agreement that there is some confusion in many minds between network advertising and local advertising. Local advertising is aired mostly on non-network owned stations, it was pointed out, and the networks have no control over them. This is true, also, it was emphasized, for co-op programs where the networks supply the program and the local stations cut in with advertising.

A strong objection to a blanket indictment of all advertising was voiced by Mr. Treyz. The ABC-TV president maintained that there are men of high standards and statesmanship among advertisers. He urged that the chicanery of a few not condemn the whole field of advertising.

It was this statement that caused the FTC chairman to utter:

"It is the irresponsible few who are fouling the nest. We will bring them to book!"

The meeting ended somewhat inconclusively. The FTC chairman extended warm thanks to the broadcasters who attended. He introduced members of the FTC staff who were in the room (upward of 20 including bureau chiefs, division chiefs and unit chiefs), asked the broadcasters to introduce their aides (there were about 15 of them backing their principals), and also introduced observers from the FCC (John Harrington), the Dept. of Justice (Robert E. Kramer), from the Senate (Nicholas Zapple of the staff of the Senate Commerce Committee) and from the House (Prof. Hugh Hall of Duke U. and Beverly Coleman both of the Legislative Oversight Committee staff).

**AAAA urges close watch** • American Assn. of Advertising Agencies is urging both members and non-members to conduct a clean-up campaign of their own.

AAAA Chairman Robert M. Ganger, also chairman of D'Arcy Adv., has urged members to keep a close watch on tv and radio commercials and to use the AAAA "Interchange" system to report any that seem in bad taste or otherwise offensive.

It also was revealed that AAAA has set aside funds to retain a monitoring service "so that audio-video records of commercials which are questioned can be quickly obtained and routed among the members of our Improvement Committee for a vote."

**How It Works** • Under the Interchange plan, which has been used most extensively for criticism of print ads, AAAA members can file complaints against specific advertising. Each complaint is evaluated by a special AAAA committee and forwarded to the agency responsible for the advertising, for voluntary action. The complainant is not identified.

"Since the committee vote was instituted [in 1954]," AAAA said in a bulletin to members, "there have been only four instances when the agency of record reported that the advertising content was beyond its control. Importantly there are many cases where the committee's constructive comments and advice have led to changes in future campaigns.

"This kind of constructive action seems especially indicated in television now."

Mr. Ganger was quoted as telling AAAA members that "making the Interchange work in television is up to all of us." The bulletin also noted that "non-member as well as AAAA agencies are being urged to participate."

A special brochure on the Interchange plan asked agencies to report commercials and print ads which seem likely to be objectionable to the public because of misleading exaggerations, deceptive visual trickery, bad taste, suggestivesness, statements offensive to public decency, ridiculous claims, "weasel" workings or statements disparaging other products or other advertising. It

TOP * ACCEPTANCE

MORE * LISTENERS
than all other stations combined

LOWEST COST * per thousand

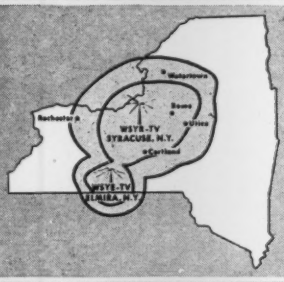
**TALL BUY/LOWEST COST** per thousand . . . less than half of the average of all other Twin Cities stations. More listeners than all other Minneapolis-St. Paul stations combined! Use thirty-five years of top acceptance to reach 1,022,610 radio families in 114 basic area counties. Top buy for top results.

# WCCO
## RADIO
## MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000 Watt 1-A Clear Channel Station.
Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, Jan.-Aug., 1959 Station Total, 6 AM-Midnight, 7 day week.

WSYR-TV
PLUS!
WSYE-TV
DOMINATES
CENTRAL NEW YORK




WSYR-TV ALONE DELIVERS 44,287 MORE HOMES THAN ITS COMPETITOR

WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR

*All figures NCS No. 3 weekly circulation

WSYR • TV
NBC Affiliate
Channel 3 • SYRACUSE, N. Y. • 100 KW
Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

+

WB

=

40%

SEE PAGE 57

also urged agencies to adhere to the copy code sponsored jointly by AAAA, the Assn. of National Advertisers and the Advertising Federation of America.

**AFA's information program** • In the face of spreading alarm about advertising's "image," the Advertising Federation of America has set up an information program through its new bureau of education and research. Targets of the program, designed "to meet the real need for basic and correct information about advertising" are consumers, schools and legislators. Under the direction of George T. Clarke, who also is associate professor of marketing at New York U., the bureau will use mass media and speakers to spread the true word about advertising. AFA President C. James Proud said representative topics would be "Advertising's Economic Function in an abundant Society," "Advertising as a Public Information Service," "The Social Responsibility of Advertising" and "How Schools Use Advertising."

**Wilson's call to lobby** • A Call for vastly better governmental relations for advertising was given Dec. 1 by Rep. Bob Wilson (R-Calif.), whose interest in Champ, Wilson & Slocum, San Diego agency, makes him the only active advertising man in Congress. (Chester Bowles [D-Conn.] severed his connections with Benton & Bowles, of which he was a founding partner, many years ago.)

Speaking on "Government Rears Its Ugly Head" at a luncheon meeting of the Advertising Club of Los Angeles, Rep. Wilson stated that many of the current attacks on advertising from legislators, state as well as federal, and from such government agencies as FTC and FCC could be attributed to the failure of advertising to do the same kind of lobbying that is carried on by virtually every other business in the land.

What is needed, he declared, is a national association representing all phases of advertising with headquarters in Washington and a staff capable of helping Congress to shape legislation that would root out the evils of advertising and preventing ill-advised laws that would hamper the exercise of advertising's rightful activities. He praised Advertising Federation of America for taking the first step by opening an office in Washington and urged everyone in advertising to support AFA's efforts on behalf of their own industry.

**MD's complain** • "Let's curb deceit in tv drug commercials," reads the headline on an article in the Nov. 20 issue of, *New York Medicine*, official publication of the Medical Society of the County of New York. The article aims its criticism at such tv and radio commercial practices as the usage of the title "doctor," when that person is not a physician; the way drug companies vie in hard sell advertising of products from their proprietary divisions.

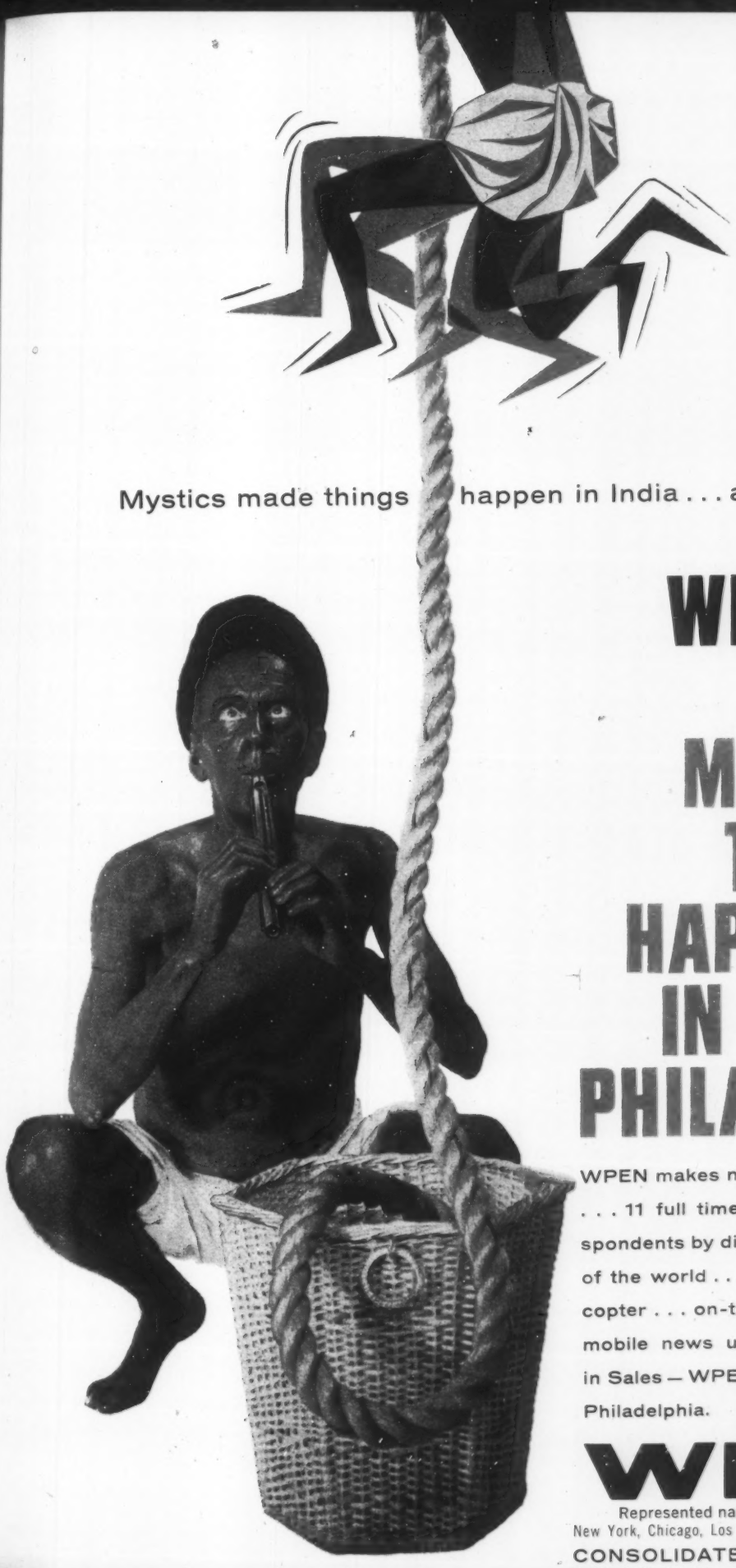
"On one New York City radio station, for years" the article declares, "has been a 'doctor' who expounds learnedly on diet, nutrition, vitamins and patent medicine remedies. The man is . . . not a doctor of medicine, but . . . is a doctor of education in the communication arts from New York U." Neither the individual nor the station is identified by name.

The writer of the article quotes a report of the Food & Drug Administration in 1951 which said the "doctor" in question pleaded guilty to charges of unlawful practice of medicine in Special Session Court, New York City, on March 13, 1945. He was fined $500 but a three-month prison sentence was suspended, the FDA said. The article tossed a bitter pill to drug advertisers who may claim "one pill reacts twice or five times or ten times as fast as aspirin." This means nothing, according to the article, because absorption takes place in a matter of seconds and it doesn't matter if it happens in one second or four seconds. "If the human body has any trap doors that take A's and slow down B's and reject X, Y, or Z, or has hammers in the brain, then let us rewrite the text books of human physiology," it was asserted.

**Dentists get into act** • Joining their medical colleagues, the American Dental Assn. hailed the action of the Federal Trade Commission in moving against dishonest advertising. This has been due to the television quiz scandals, an editorial in the current *Journal of the ADA* declared, and has focused attention on "hoaxes perpetrated on the public by zealous advertisers." The *Journal* scored some dental advertisements as "untruths, half truths, unsupported claims and undelivered promises." The FTC, it was noted, has already filed a complaint involving toothpaste—against Colgate Dental Cream with Gardol (BROADCASTING, Nov. 30).

**Tv critics scored** • Television's critics during these trying days were rapped on the knuckles last week in the December issue of *Grey Matter*, newsletter published by Grey Adv., New York. The gist of its warning: hurling brickbats at tv will harm all advertising.

*Grey Matter* warns that the quiz show revelations already have prompted "threats of censorship," and this could be "disastrous" even to "advertisers of the highest integrity." When a scandal reflects on the integrity of a medium of advertising, the newsletter points out, it reflects on all and therefore all should come to its defense.



Mystics made things happen in India . . . and

# WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN makes news with its news operation . . . 11 full time men . . . exclusive correspondents by direct line from major capitals of the world . . . our own on-the-spot helicopter . . . on-the-street reporters . . . and mobile news units. In Programming — and in Sales — WPEN Makes Things Happen In Philadelphia.

**WPEN**

Represented nationally by **GILL-PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

CONSOLIDATED SUN RAY STATIONS
WPEN, *Philadelphia* . . . WSAI, *Cincinnati* . . . WALT, *Tampa*

# FROM CBS MORE COMMANDMENTS

## New standards prohibit free plugs and payola in all forms; stern rules for news and comment programs are also issued

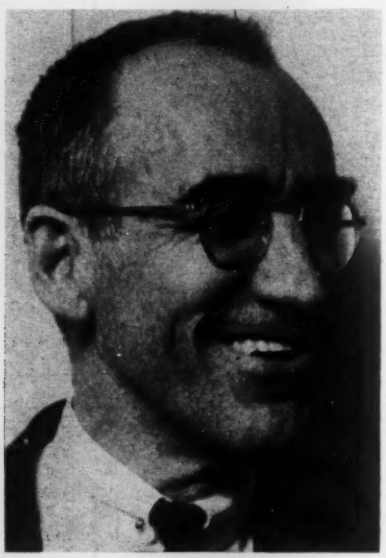
Free plugs, commercial bribery and payola were specifically banned by CBS-TV in rules and standards issued last week.

In addition, rules were made public governing full-disclosure practices on CBS News shows and requiring clear separation of factual reporting and analysis from expression of opinion.

NBC officials meanwhile reported that for some time they have had studies in progress covering the same general areas, and already have required no-payola affidavits from performers and others (see page 50). ABC authorities noted that they, too, were requiring no-payola assurances and also were reviewing other areas in private studies.

**Curb on Plugs** • CBS-TV's new standards for on-air identification of products were announced in a memo circulated Wednesday by Joseph H. Ream, newly named CBS-TV vice president in charge of program practices (BROADCASTING, Nov. 23).

Starting Jan. 1, Mr. Ream said, so-called free plugs are out, except where "reasonably necessary and natural" for the program. On shows that CBS-TV itself produces or over which it has production-control rights, any prizes given away will be purchased and paid for as a part of the programs' production costs. They will not be accepted in return for on-air credit. Credits will not be given to airlines or others for providing transportation in connection with any program.



CBS-TV's REAM
Issues free plug dictum

Mr. Ream said the "general standard" on CBS-TV programs would be this: "There shall be no direct or indirect identification of the brand name or of the manufacturer or supplier of any object, product or service (other than the name of the sponsor or its products) except where reasonably necessary and natural for the interest, reality or suitability of the program content, and except for permissible credits specified below."

"Permissible credits" include: credits for supplying "material, services or objects (for example, clothes, furniture, jewelry, furs, etc.)" that (1) are actually used on the program and (2) make a "significant contribution to the program."

**Special Contributions** • Another exception requires that "credits must be given to an enterprise associated with a special event or locale from which a broadcast originates if the enterprise makes a special and substantial contribution (for example, transportation, accommodations, facilities or their equivalent) to the production of the program."

It was at this point that the memo inserted its prohibition that "credits may not be given to any transportation company for providing transportation in connection with any program."

This apparent contradiction regarding credits for transportation was interpreted unofficially this way: If an airline, for example, provides exceptional service materially assisting in the production of a program—say in the production of a documentary overseas—then it should get credit. But merely flying participants or contestants to New York would not entitle an airline to credit.

**Gifts Described** • Instead of on-air mentions of products or suppliers of gifts or prizes handed out on shows, these objects will be described. Example: "a bottle of perfume imported from France and worth $25 an ounce," or "a man's leather suitcase worth $85." "But," the memo made clear, "no brand name, manufacturer or supplier shall be identified or referred to orally."

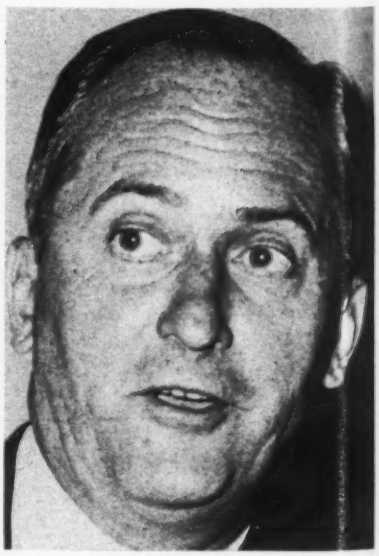
The memo recognized that some products "may be so distinctively packaged or marked" that the manufacturer or brand names may be "visually recognized and identified by some portion of a television audience." This, Mr. Ream said, "cannot be avoided." But he cautioned that "there shall be no deliberate attempt by a producer to afford such visual identification of the maufacturer or brand name of a gift or prize."

Mr. Ream said additional product-identification standards would be issued "from time to time as further study and experience indicate."

**Bribery and Payola** • The standards relating to commercial bribery and payola were issued Monday by CBS President Frank Stanton, who described them as a written version of "existing policies." They do not apply solely to CBS-TV but to any CBS officer or employe. In brief, they forbid the acceptance of "anything of value" offered for the purpose of influencing decisions regarding the purchase of anything by CBS or its subsidiaries or divisions, the use of any musical selection or any stage property, on-air mention of any name, product or service, etc.

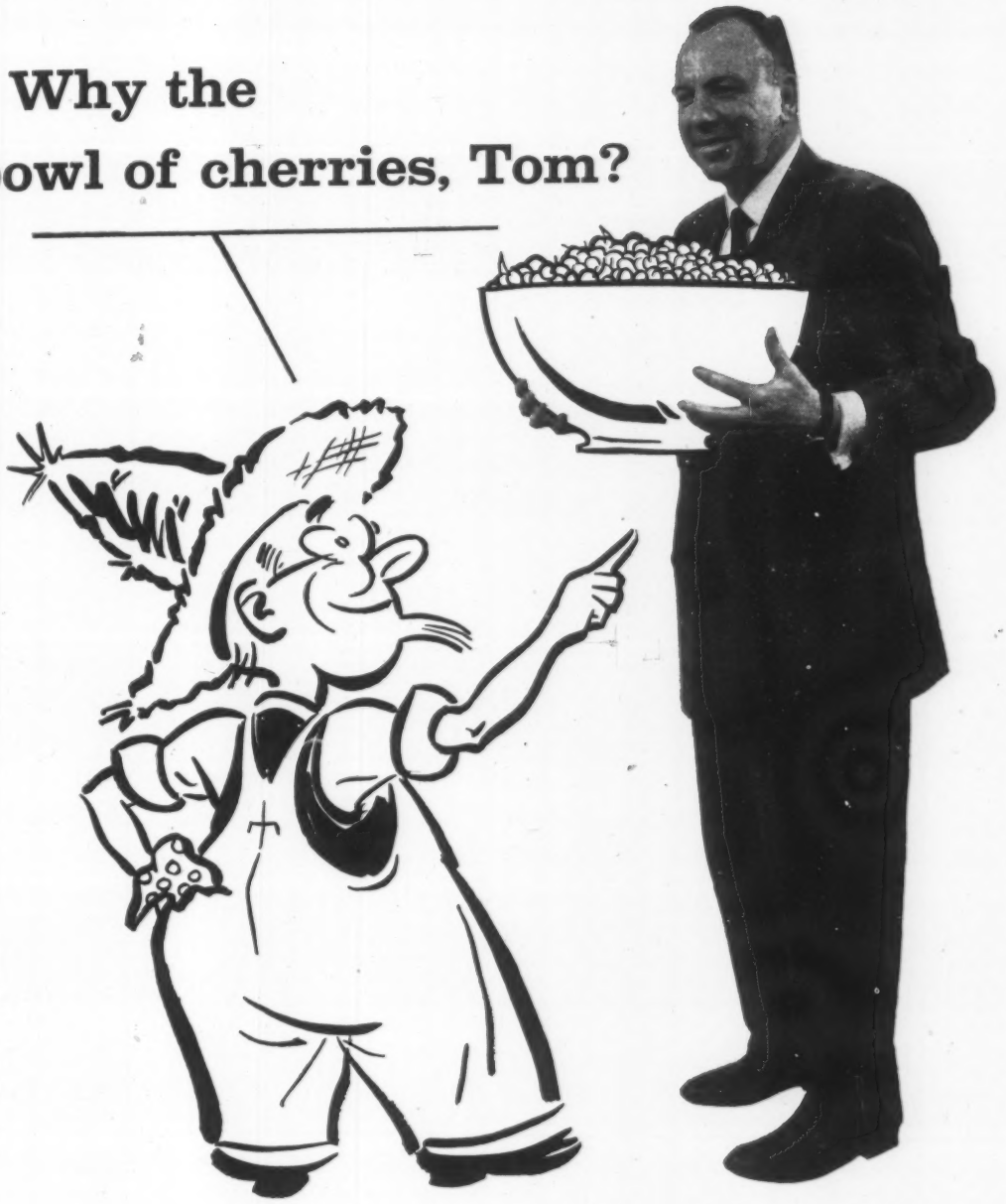
These rules work both ways. Officers and employes not only are forbidden to accept such gifts; they also are forbidden to give them for similar purposes—that is, to influence decisions regarding the purchase of CBS products or services, the use of products or tunes on a show, product mentions and the like. The rules also apply, both ways, whether or not the gift is outright or on a "loan" basis.

Violators, Dr. Stanton said, will be



CBS NEWS' MICKELSON
Discloses news production policies

# Why the bowl of cherries, Tom?



"Life is *really* a bowl of cherries in the Fargo area, these days, for advertisers on WDAY-TV—our new 1206′ tower is giving our advertisers 96% more coverage area . . . a 60% larger audience . . . and retail sales volume increased by 100%!

"You can imagine what this means to our dozens of top national advertisers. They were *happy*, even before we gave them this tremendous bonus. Now most of 'em say WDAY-TV is the best buy in America!

"As a matter of fact, the Market Data Section of Standard Rate & Data shows that Fargo is the No. 1 Retail-Sales-Per-Household Area in the United States . . . with an average purchasing power of $5,970, as compared with the national average of $3,944!

"Yes Sir, that's a bowl of cherries—tremendous extra *audience*, among people with tremendous extra buying power. What more could you want?"

Yours,

Tom Barnes

Tom Barnes

**WDAY-TV**

**FARGO, N. D. • CHANNEL 6**

**Affiliated with NBC • ABC**

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

# What happens when the plugs are pulled

One specialty business has already been hurt by the clean-up campaign in broadcasting.

The disappearance of many giveaway shows and the sanctions against free plugs are hitting "prize guys" and "plug artists" right in their P and L statements. These are the people who made a business out of collecting merchandise for giveaways or arranging product mentions through sub rosa arrangements with talent or production staffs.

The prize-plug business has made a lot of money for its operators (see two major articles in BROADCASTING: "Free Loading on the Air," May 21, 1956, and "The Busy Middlemen in Giveaways," Aug. 10, 1959). Last week a spot check of some of these operators in New York showed how the government investigations have hit their business.

• The larger prize agencies that handled and serviced prizes for the network shows that already have been cancelled or are scheduled to leave the air shortly have had their revenues cut sharply and have had to reduce their personnel.

• The lone-wolf operator, whose forte was to sneak plugs into network programs by whatever arrangements he could make, is hurting badly.

• Agencymen who specialize in local station contest promotions report that business is holding up, as usual. But some officials were concerned whether continuing revelations and notoriety would impel station operators to curtail or eliminate prize promotions.

• Companies active in national contests (procuring prizes for a contest promoted in paid advertising in the printed media and on radio-tv) claim there is no let-up in business.

CBS-TV's new policy (see page 46) was "a blow" to agencymen but they are more concerned, naturally enough, with any move NBC-TV may take: NBC-TV has had a long string of "prize" shows on the air and still has a substantial number. They hope that NBC-TV will adhere to a policy they regard as "correct."

Hope springs eternal in the prize guys' breasts—they believe the clean-up campaign is only a temporary expedient. Many expressed the view that "this whole thing will blow over in a few months" and that prizes will be back, under stricter control and with some of the fringe operators out of business. They insist that giveaway programs deserve a "rightful" place in a network's schedule, particularly in the daytime since the shows are economical and attract substantial audiences.

CBS-TV's *Art Linkletter's House Party* is the only program on that network that can be classified as a giveaway though the network's policy statement would bar *I've Got a Secret* from crediting the airline that provides transportation to guests. NBC-TV across-the-board giveaways still on the air: *The Price Is Right* (plus weekly nighttime version) *Queen for a Day, Dough-Re-Mi* and *Split Personality*. On ABC-TV are: *Music Bingo* (going off the air the end of the year), *Beat the Clock* and *Who Do You Trust*.

Programs that have been eliminated in recent weeks have been CBS-TV's *Top Dollar, The Big Pay-Off* and *Name That Tune* and NBC-TV's *Treasure Hunt*, which ended its run last Friday (Dec. 4).

The straitened position of the prize business was typified by an agencyman who commented upon CBS-TV's "no-brand-mention" policy by saying: "Do you think any manufacturer in his right mind would give away his product without a brand mention?" Then he added wistfully: "Do you think he might?"

subject to discharge.

**"Courtesies" Exempt** • There was one exception: the rules do not apply "to the courtesies openly accepted or given as a part of the usual business or social amenities." This was construed to mean that employes can continue to buy or accept business lunches, for example.

The memo on news policies, issued Monday by Sig Mickelson, president of CBS News, dealt with prerecording and the use of sound effects on newscasts, on-air disclosure when interviews have been limited or materially edited, and identification of opinion broadcasts. In general these standards apply to news shows the overall program policies enunciated earlier (BROADCASTING, Nov. 23) and to a great extent they amount to a re-issue of policy memos issued by Mr. Mickelson in September 1958. They apply to both radio and television news programs. Highlights:

• To the extent that interview, discussion, forum or debate programs appear to be but are not spontaneous, that fact must be disclosed.

• Such a program on film or tape must be identified as being on film or tape. If edited (except editing for time reasons on interviews included as a segment of a hard news program), it must be announced as edited.

• News programs in which questions are submitted to the interviewee in advance, where the nature of the questions is delineated or limited in advance, or where the interviewee is allowed to participate in editing or condensing before broadcast are to be avoided "except where the nature of the interviewee and the circumstances of the interview are such that the importance of the proposed program outweighs the disadvantages of the procedure and there are sound reasons for such procedure." Such exceptions will be made only upon approval of the president of CBS News, "and the precise facts shall be stated at the opening and closing of such a program, and in written publicity."

• "Every effort" should be made to avoid leaving the impression that prerecorded excerpts on film or tape are, in fact, live. If the viewer is apt to be confused, the taped or filmed excerpt shall be announced as such.

• If a dramatized or re-created scene on film or tape is taken from one program and used in another context, that fact is to be announced.

• Prerecorded sound effects should be avoided but are permissable if its impractical to record the natural sound and if the prerecorded sound is purely incidental and has no bearing on editorial content.

• Re-creations of news or documentary material should be avoided, and must be identified if used.

• If a speech or statement is filmed or taped either before or after its actual delivery "it should be clearly

**The last laugh** • Studies by the Schwerin Research Corp., New York, indicate that an average 56% of viewers find canned laughter and applause "objectionable." Schwerin reported in its latest *Bulletin* that it had conducted such studies in the past and completed one recently on two situation comedies—one with canned laughter, the other without any background laughter. It confirmed its earlier findings, Schwerin said, and revealed that viewers actually preferred programs without canned laughter.

The average radio-oriented housewife spends nearly one-fifth of her life — or almost **30 per cent of her waking hours** — listening to the radio.
**Spot radio advertisers have 12 times more opportunity to reach housewives** than those using newspapers, as these high buying-powered, radio-active homemakers spend only 23.4 minutes per weekday with newspapers!
These and other fascinating advertising and selling facts are revealed in a brand new study made for **H-R** by Market Planning Corp. (McCann-Erickson, Inc.) and published by **H-R** in a colorful brochure as another industry service. Write for your copy of "The Case of the Radio-Active Housewife."
ONE-FIFTH OF HER LIFE
H-R Television, Inc. Representatives
"We always send a man to do a man's job"
*New York*
*Chicago*
*San Francisco*
*Hollywood*
*Dallas*
*Detroit*
*Atlanta*
*Houston*
*New Orleans*
*Des Moines*

identified as having been specially delivered for cameras and microphones."

• "And now we switch you to . . ." is forbidden unless a switch to that locality is actually made at the time of the broadcast. Such a statement is prohibited when the film or tape is being carried not from the original locality but rather has been transported to the place of the broadcast which is other than the original locality."

• When opinion is broadcast, in either sustaining or sponsored time, the opinion must be clearly labeled as such. The sponsor, if any, must be clearly identified. Opinions may not be expressed in entertainment programs or as commercials in programs devoted to entertainment or information.

• On special programs where comment is permitted (*Years of Crisis* year-end review, for example) "a sharp distinction must be made, by means of format or otherwise, between factual reporting or analysis on the one hand, and the newsman's comments on the other. The two types shall be kept separate and shall not be intermingled. In general, the objective reporting and analysis shall occupy the first portion of the program. There then should be a clear break and an oral identification that what preceded was factual reporting and analysis, and what follows are the personal conclusions and opinions of the newsman or newsmen."

## NBC 'fact finder' policy group set

A new standards and practices department at NBC will police programming and advertising on the network's facilities.

Under the direction of James A. Stabile, an NBC vice president (see WEEK's HEADLINER, page 32), the department will be responsible for policy review on presentations, will engage in a "fact finding" analysis and will include under its wing the long-established continuity acceptance department that administers current provisions on good taste and propriety.

NBC President Robert A. Kintner said the new department will carry forward work previously conducted by a special unit set up some time ago to eliminate questionable practices and by other personnel under NBC's general attorney, Thomas E. Ervin. Mr. Kintner mentioned it was at first the network's inclination to appoint a department chief from the "outside" but after study, it was decided a seasoned executive was needed (Mr. Stabile has legal and programming experience with two networks). On Nov. 5 Mr. Kintner had disclosed the existence of a special unit that was surveying quiz, contest and panel programs as well as reviewing other program practices. CBS in November created a new department of program practices for its tv network and appointed Joseph H. Ream as vice president in charge.

## NBC payola affidavits circulated

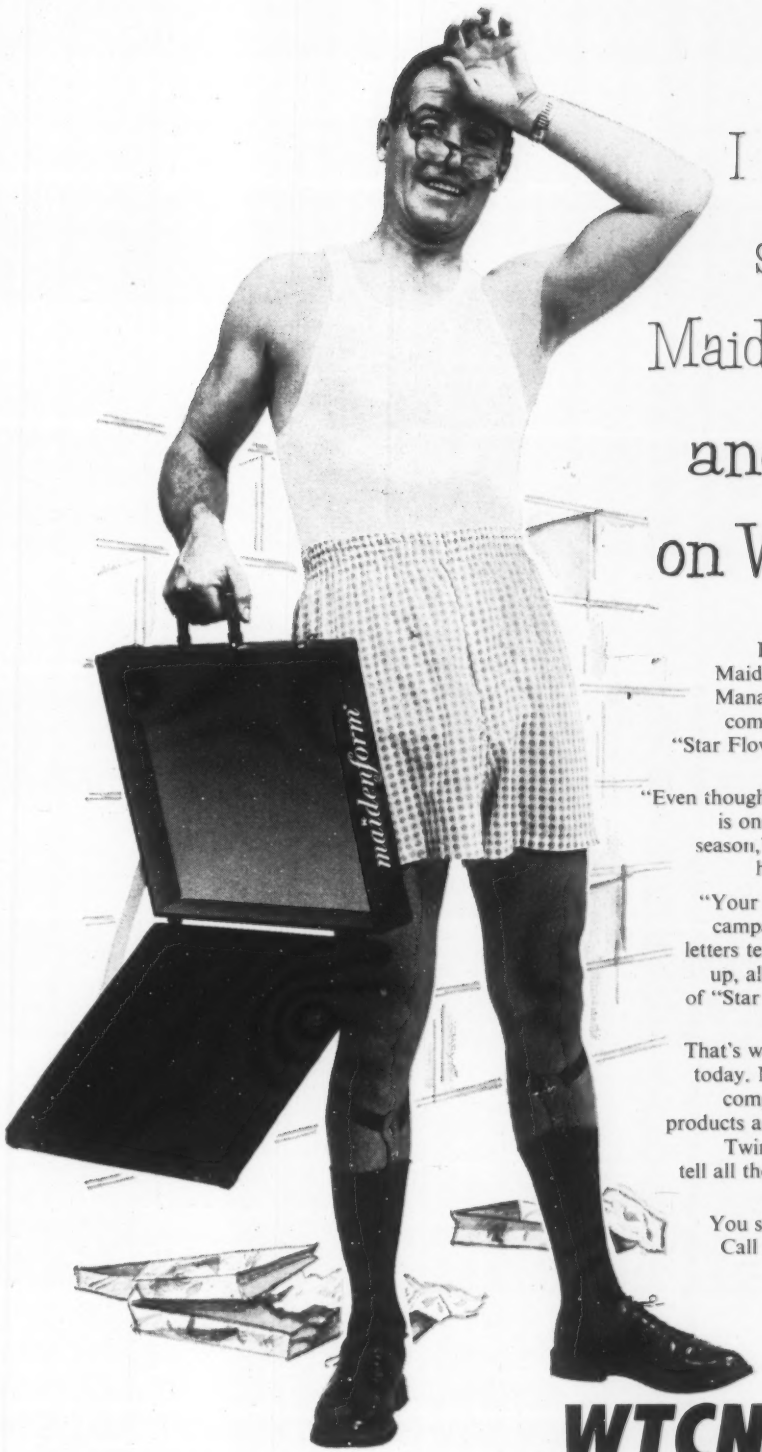
No resistance had been encountered as of last week and thus far sworn statements were being returned to NBC without incident in employe response to the network's newly-instituted anti-payola move. Meanwhile, in an area where NBC owns no stations, a union advised against signing affidavits (see below).

Personnel at NBC o&o stations were asked to respond with a yes or no to questions in a notarized statement for return to the manager of the tv or radio station.

What NBC wants to know runs the payola gamut and includes the subject of free plugs. The inquiry includes directorships or other ownership interests in music publishing or record manufacturing-distributing; stipulates outright acceptance of gifts or cash etc. for playing a record on a program or for presenting a performing artist on a show, and refers also to whether or not the employe represents as agent or as personal manager performing artists, composers or lyricists.

Another series deals with royalty payments from music performing rights societies or shares in such payments from the performance of musical compositions or from other rights in musical compositions. Covered as well is a question on possible income received from record and music people or from performers.

**Union roadblock** • Some 300 employes of broadcast stations in the Scranton - Wilkes - Barre - Nanticoke, Pa., area were warned against signing affidavits on payola last week by Local 23 of National Assn. of Broadcast Employes & Technicians. Local President William J. Connelly said union counsel believe affidavits required by some stations in the area are broad enough to include "anything of value" and constitute a change in working conditions. He advised the station employes to wait until union attorneys study the affidavits.




# I fancied we sold all our Maidenform Bras... and we did, on WTCN-TV

Leo Rosenthal is a worried man. As Maidenform's Minneapolis District Sales Manager, he worries when stores sell out completely, as they did when this year's "Star Flower" bra was introduced exclusively on WTCN-TV.

"Even though Maidenform's television campaign is only half way through our current fall season," says Rosenthal, "our big problem has been to keep the stores in stock.

"Your introductory letters announcing the campaign and those wonderful follow-up letters telling about the sales contest you set up, all helped in making the introduction of "Star Flower" in the Twin Cities area an outstanding success."

That's why Leo Rosenthal is a worried man today. Not only did "Star Flower" sell out completely, but sales of all Maidenform products are up substantially in the important Twin Cities market. What's he going to tell all those women if the stores continue to run out of stock?

You should have such problems yourself. Call your Katz man for availabilities on WTCN-TV, Twin Cities.

**WTCN-TV AND RADIO**

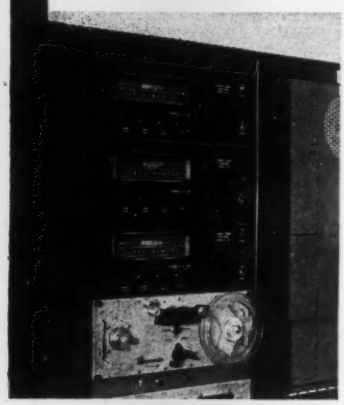
**ABC STATIONS FOR MINNEAPOLIS-ST. PAUL**

Represented Nationally by the KATZ Agency

# BANK ON CONRAC MONITORS FOR BEST MONITORING RESULTS

WJW-TV, beautifully equipped Storer Station in Cleveland, Ohio, uses Conrac monitors and audio-video receivers. Chief Engineer of WJW-TV, Mr. H. A. Brinkman, says, "We have found Conrac monitors to be the best that are available." His staff reports complete satisfaction with Conrac equipment.

WJW-TV, like so many other notable stations, selected Conrac monitors because they are specifically designed to meet the needs of the broadcast station.



Every Conrac monitor from 8" through 27" incorporates these important features:

- Video response flat to 8 megacycles
- DC restorer—with "In-Out" switch
- Provision for operation from external sync—with selector switch
- Video line terminating resistor and switch

Write or call for complete technical information and prices.

CONRAC, INC.

Makers of Fine Fleetwood Home Television Systems

Dept. K
Glendora,
California

Telephone: Covina, California, EDgewood 5-0541


## McGANNON REPLIES
## Self regulation urged as effective control

Self-regulation by broadcasters promises to be much more effective than control by a government agency, according to Donald H. McGannon (Westinghouse stations), chairman of the NAB Tv Code Review Board.

Replying to a Nov. 16 letter sent by Chairman Warren G. Magnuson (D-Wash.), of the Senate Commerce Committee (BROADCASTING, Nov. 23), Mr. McGannon answered specific questions based on the current agitation over charges of program rigging.

Federal Trade Commission received a similar letter from Chairman Magnuson but has not sent a specific reply as the weekend approached.

On behalf of the NAB code board Mr. McGannon wrote a flat "no" in response to a question asking if present code provisions are inadequate to handle quiz programs on tv. He cited code language specifically dealing with the subject but conceded the code should be strengthened to deal with quiz rigging, not contemplated as a potential trouble area when the code was written seven years ago.

Mr. McGannon reminded that code board recommendations for amended language were to be submitted to the NAB Tv Board's Dec. 4 meeting.

Answering a query on impact of the code on non-subscribers, Mr. McGannon said code stations reach 75% of all U.S. tv homes and represent a "remarkable cross-section by geographical location, size and type of market and affiliations."

He wrote Chairman Magnuson that 19 stations had their code seals revoked, 16 resigned and 46 stations had ceased carrying commercials dealing with a hemorrhoid remedy as a result of code language covering intimately personal products. He said the loss in code subscriptions was offset "by a dramatic enhancement of the code's effectiveness."

In referring to the code board's Nov. 18 closed-circuit telecast to tv stations Mr. McGannon said the stimulus to new subscriptions had not been measured at the time of writing.

"The genuine effectiveness of the code" should include consideration of these facts, he said:

Rapid growth of a new industry; public awareness of the code as an audience safeguard; governmental understanding and support of the code; agency and advertiser cooperation; compliance by independent package producers and Alliance of Television Film Producers.

# ONE ALWAYS STANDS OUT

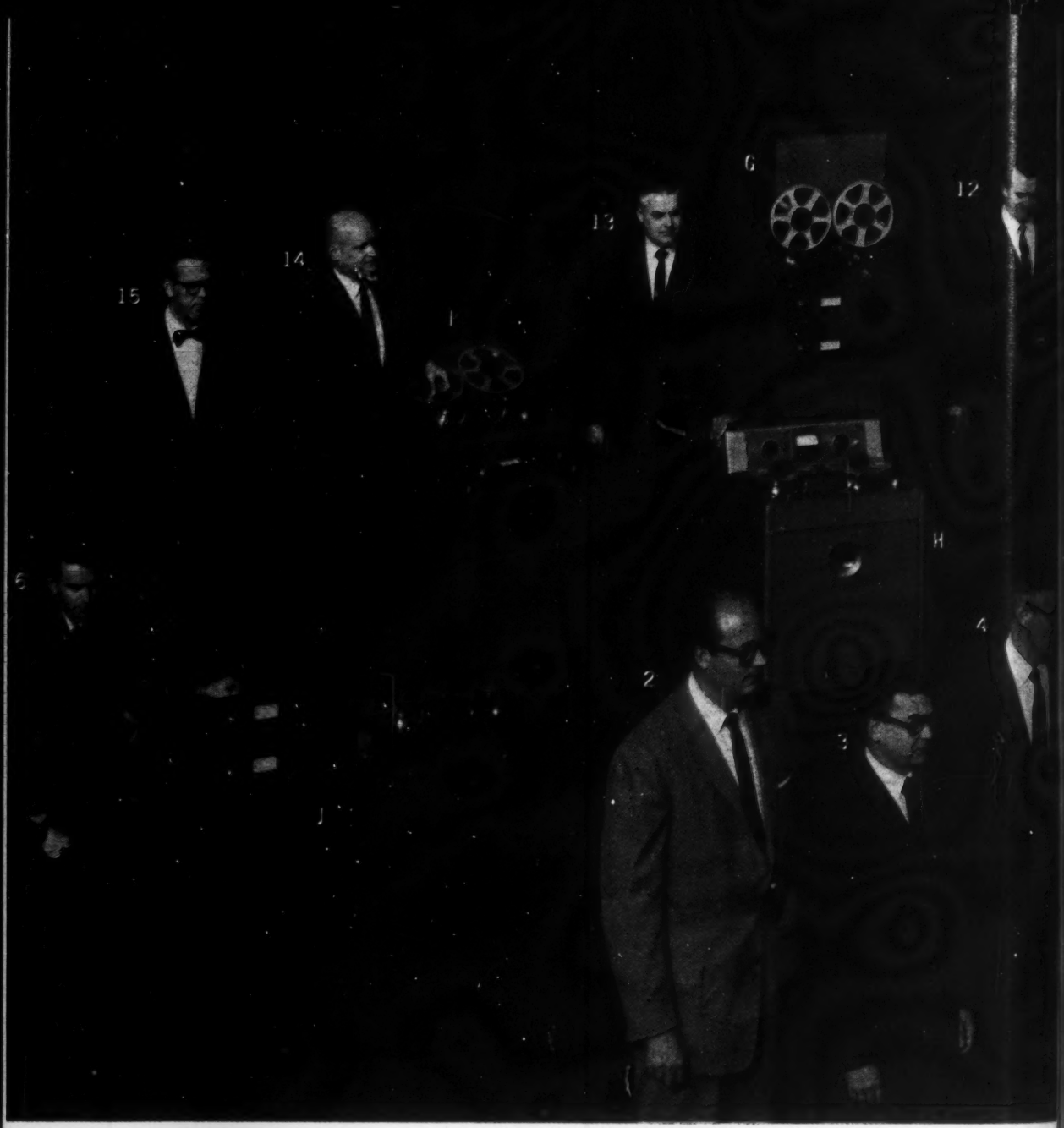
To attract attention you can always stand on your head . . . or run your commercial backwards! A better way is to choose a station that has become a viewing habit to most people . . . *and in Shreveport that station is* KSLA-TV! Survey after survey has proved that KSLA-TV is the busiest marketplace in Shreveport . . . it virtually hums with viewer activity . . . *buying activity* for our advertisers' products!

Consistently good programming, complete news coverage, and a sincere interest in local activities have made . . . *and kept* . . . KSLA-TV the "standout television preference" in the Shreveport market. Even our "reps," Harrington, Righter & Parsons, won't need to stand on their heads to convince you . . . if you'll give 'em a chance to tell you the *complete* KSLA-TV story.

KSLA TV

CBS

*channel 12 shreveport, la.*




This is the executive task force of a company of unusual interest to broadcasting, business, education, science and the government. It is the management group of Ampex Professional Products Company, a division of Ampex Corporation totally integrated to fulfill the expanding needs for audio and video equipment of advanced design and exceptional performance.

The company reflects the rapidly growing importance of magnetic tape technology, an importance which acquired enormous significance when Ampex developed and introduced the *Videotape** Television Recorder in 1956. This milestone in television, which came only nine years after Ampex introduced the first professional quality audio tape recorder, was only the beginning. To realize the promise of the future in this rapidly maturing technology, Ampex has formed this company to specialize in the needs of the broadcasters, business men, scientists, educators, and the government.

Quality is inherent in Ampex products. To provide related equipment of comparable quality to the *Videotape* Television Recorder, the Video Products Division of Ampex Professional Products Company will also market the Marconi Mark IV television camera, the English Electric Valve 4½" Image Orthicon Camera Tube, Conrac monitors, Tektronix test equipment, Telechrome test and special effects equipment, Houston-Fearless TV camera mounts and other studio gear, as well as vehicles for custom-designed mobile tape recording facilities.

The Professional Audio Division continues in manufacturing and marketing professional tape recording and duplicating equipment for radio stations, commercial recording and duplicating companies. Ampex audio equipment is acknowledged the symbol of excellence by each industry for which it was designed. New developments in process in audio recording will result in further contributions to the state of the art.

## KEY EXECUTIVE PERSONNEL

**PROFESSIONAL PRODUCTS COMPANY**

1. **Neal K. McNaughten,** Vice President, Ampex Corporation; Manager, Ampex Professional Products Company.

**VIDEO PRODUCTS DIVISION**

3. **Thomas E. Davis,** Division Manager
8. **Jack Woolley,** Manager of Marketing Administration
9. **Jack Hauser,** Manager of Merchandising
10. **Ross Snyder,** Manager of Video Products
11. **Charles Ginsburg,** Manager of Video Engineering
12. **Tom Merson,** Manager of National Sales

**PROFESSIONAL AUDIO PRODUCTS DIVISION**

2. **Frank G. Lennert,** Division Manager and Acting Manager of Professional Audio Engineering
14. **C. Robert Paulson,** Manager of Marketing
15. **La Verne Foster,** Manager of Administration
13. **Gerald Miller,** Manager of National Sales

**MARKET PLANNING**

16. **Robert A. Miner,** Manager

**MANUFACTURING DIVISION**

4. **Arthur P. Kromer,** Division Manager

**QUALITY CONTROL DIVISION**

5. **William J. Rolly,** Division Manager

**OPERATIONS & FINANCE DIVISION**

6. **Ray S. Stewart,** Division Manager

**PERSONNEL DIVISION**

7. **Theodore T. Scudder, Jr.,** Division Manager

## MAJOR BROADCAST PRODUCTS

**VIDEO PRODUCTS DIVISION**

A. VR-1000B *Videotape* Recorder Console
B. VR-1000B Monochrome Electronics
C. VR-1010 Color Electronics
D. Marconi Mark IV TV Camera**
E. English Electric Valve 7389 4½" Image Orthicon Camera Tube**
F. Houston-Fearless TV Camera Mount**

**PROFESSIONAL AUDIO PRODUCTS DIVISION**

G. Model 351-2 Rack-Type Stereophonic Recorder
H. Model 300-C Single-Channel Console Recorder
I. Model 351-C Console Recorder with Single-Channel Electronics
J. Model 351-2P Portable Stereophonic Recorder

**OTHER PROFESSIONAL PRODUCTS (not shown)**

Mobile Tape Recording Facilities
Conrac Monitors, Tektronix Test Equipment**
Telechrome Test & Special Effects Equipment**
352 Series Single-Channel Reproducers
Tape Duplicator Systems
Stereophonic Theatre Sound Systems

REDWOOD CITY
CALIFORNIA

AMPEX

AMPEX PROFESSIONAL PRODUCTS COMPANY

*T.M. Ampex Corporation
**Marketed only

# LEARN WHAT PEOPLE REALLY WANT

## Dr. Stanton cites Gallup poll as proof of public's concern over tv

CBS hopes in time to develop "measuring devices that will keep us far more closely in touch with what the American people want in program content and program balance" on its television network.

CBS President Frank Stanton said he hoped these "devices" could be evolved "step by step" out of findings in a massive study now underway to determine people's attitudes toward television and what they want from it. The study is being conducted for CBS by Columbia U. and the Elmo Roper research organization (CLOSED CIRCUIT, March 30).

Dr. Stanton outlined these goals in a speech Thursday at a luncheon meeting of the Academy of Television Arts & Sciences in New York.

**New Survey Results** • Dr. Stanton also revealed results of a nationwide study, conducted for CBS by the George Gallup organization, showing that 92% of the people are aware of the quiz show scandal and that two-thirds think stricter regulation of tv programs is needed—but, in most cases, by networks rather than government.

The CBS chief said present program ratings "properly taken, serve a useful purpose" but wondered that nobody had come up with some technique "for a continuing appraisal of audience appreciation—an index to provide an interpretive dimension to sheer nose-counting." He continued: "After all, the advertiser generally has two meaningful statistics—the circulation for his commercial and its effect on sales. On the programming side we need to develop a qualitative quotient or an appreciation index and couple it with audience circulation figures in the continous evaluation of our schedule.

"But beyond ratings, both quantitative and qualitative, we need to know something else—what people *want* to look at. It is not satisfactory to have indications of approval or disapproval of what we *are* doing. We need constantly to know what the audience thinks we *ought* to be doing."

**Problems or Opportunities?** • Dr. Stanton said the television situation could be looked upon "as full of problems or loaded with opportunities." In his view "the most significant aspect of this whole affair" is that "there is not a single problem we face, however complex and disturbing, that does not give us a heaven-sent opportunity for improving television and thus giving it another mighty shove forward toward its inherent—and as yet only partially realized — greatness as a medium of communication in a free society."

He catalogued the problems and opportunities in three categories: (1) production practices, (2) commercial and advertising practices, and (3) program content and balance. It is in the third that "we are going to have to draw heavily upon the talent and creative ingenuity of you people and people like you," he told the Academy audience.

Regarding commercials, he said, "We note with great satisfaction that the NAB, through its code committee, is now exploring ways by which general agreement might be reached on a new code which will recognize and eliminate legitimate complaints."

**Public Attitude Clear** • Of programming, he said it "is quite clear now" that millions of Americans feel television can and should be improved—that there are too many westerns and crime shows, too much violence, that program range in prime time is too limited, that there is too much advertiser control over program schedules as well as over program content, that programs too often appeal to the lowest common denominator.

**Quality Programming** • He said the fault may be partially the networks' for the lack of enough top-quality wide-appeal programs being offered to them. "We may have given the impression that the door is closed," he said. "Let me assure you, it it not. It is wide open."

Details of the Gallup survey of public reaction to the quiz scandal were outlined by Dr. Stanton and spelled out in greater detail by CBS officials afterward. Where the questions were parallel, the findings usually were close to those reported by Sindlinger & Co. in special nationwide studies made for BROADCASTING and published Nov. 2 and Nov. 9. The Gallup findings:

Knew about the quiz scandal—92%. (BROADCASTING-Sindlinger surveys: 84.4% in first study, 93.6% in second.) Dr. Stanton compared the Gallup finding with the following percentages found to be aware of other big news events at the time they were in the headlines: Adams-Goldfine case 70%; the sack dress 88%; Gov. Faubus 57%; Quemoy-Matsu crisis 77%; McCarthy-Army dispute 89%; discovery of Salk vaccine 90%.

CBS elimination of big-money prize shows—38% approved, 17% thought some should be dropped and "honest" ones kept, 20% disapproved of CBS action, 8% didn't care, 3% said they didn't watch quizzes anyway, another 3% gave miscellaneous answers, 1% said it was a question for networks to decide and 11% had no opinion. Percentages added to 101 because of multiple answers. (BROADCASTING-Sindlinger survey showed 39.2% favored taking quizzes off the air, 18.6% gave conditional answers, 42.2% disapproved their deletion.)

Elimination of canned laughter and applause—48% for elimination, 23% against, 29% no opinion. (BROADCASTING-Sindlinger: 26% thought these devices deceitful, 55.9% didn't, 17.4% had no opinion.)

Should canned applause and laughter, if used, be announced—46% yes, 32% no, 22% no opinion.

Should there be stricter regulation of tv programs? — 66% yes, 15% no, 19% no opinion. The 66% in favor broke down as follows (in percentages of total sample): 13% thought the additional regulation should come from government, 42% thought it should be imposed by the networks, 7% thought it should be done by both, and 4% had no opinion.

### Enright's license

Daniel Enright's 50% ownership of WGMA Hollwood, Fla., was questioned last week by the FCC as a result of the role Mr. Enright played in "controlling" *Twenty-One* and *Tic Tac Dough* when those programs were on the air.

MR. ENRIGHT

In a letter to WGMA, the Commission noted that testimony before the House Legislative Oversight Subcommittee "raises serious questions concerning the character qualifications of Mr. Enright . . ." as a broadcast licensee. (For full text of the FCC letter to WGMA, see FOR THE RECORD, page 106). The character of Jack Barry president and 50% owner of WGMA, was not questioned. Messrs. Barry and Enright originated and produced the two quiz shows, which they sold to NBC in 1957.

The present owners purchased WGMA in April 1957 and its current license expires Nov. 3, 1960.

# + WB = 40%

**of KOCO-TV's First Year's Revenue!**

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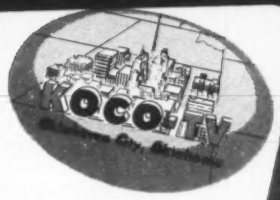



CHANNEL 5 abc

NW 63rd at Portland • Phone Victor 2-6633

November 18, 1959

United Artists Associated, Inc.
247 Park Avenue
New York 17, New York

Dear Sirs:

It can truly be said that Popeye lifted and singlehandedly supported a television station! Back in November, 1957 KOCO-TV moved its tower to 27 miles North of Oklahoma City. At that time, we had only a portion of the ABC Network from the tower site to cover Oklahoma City, but the Popeye cartoons and the Warner Brothers library quickly built our station in the Oklahoma City market. Popeye merely swallowed a can of spinach and in six short months, the average rating grew to 20.1 in the 6:00 to 6:30 slot, beating all competition.

The great shows in the Warner Brothers library such as "Treasure of Sierra Madre", "Action in the North Atlantic" and "Destination Tokyo" pulled in a new audience in the 10:00 to conclusion time slot. In fact, because we weren't getting network shows in those times, these top-flight features were often run in "AA" time.

Popeye and Warner Brothers Features helped establish a new television station in a great, growing market...a station that is now the exclusive ABC-TV outlet for Oklahoma City. Popeye his spinach and Warners really brought in the cabbage...we figure it at 40% of our revenue that first year!

Sincerely yours,

Charlie Keys

Charlie Keys
General Manager

CK:hc

REPRESENTED BY BLAIR TELEVISION ASSOCIATES

Charlie Keys
General Mgr.
KOCO-TV
Oklahoma City,
Oklahoma.

**TV's Power Products are raring to go for you. Call, write or wire today!**

**u.a.a.**
**UNITED ARTISTS ASSOCIATED, INC.**

New York, 247 Park Avenue, MUrray Hill 7-7800
Chicago, 75 East Wacker Drive, DEarborn 2-2030
Dallas, 1511 Bryan Street, RIverside 7-8553
Los Angeles, 400 S. Beverly Drive, CRestview 6-5886

# FCC GIRDS FOR PROGRAM QUIZ

## Clerics lead off in major reappraisal

Five of the seven FCC commissioners will convene in Hearing Room B of the Interstate Commerce Commission this morning (Monday) at 10 a.m. to begin taking testimony "on the practices of broadcast licensees in the broadcast of program and other material to the public. . . ."

Today's session will be the first of many in the Commission's all-encompassing re-examination of radio and tv policies and practices and the future role to be played by the FCC. The inquiry has been termed the first major reappraisal of national policy on broadcasting since the Communications Act was passed in 1934.

It will touch on individual stations, the networks, advertisers, programming, agencies, ratings and payola. Testimony will be taken from broadcasters, trade associations, advertisers, educators, church leaders, civic clubs and just plain citizens. From the testimony, the FCC hopes to determine if new regulations are neded to regulate broadcasting as a result of the recent tv quiz and payola disclosures.

Over 60 witnesses already have indicated a desire to be heard, many of them solicited by the FCC (BROADCASTING, Nov. 30). First up this morning will be Judge James Wine, associate director of the National Council of Churches of Christ. This week's hearings also will continue tomorrow (Tuesday), Thursday and Friday, with Wednesday off for the regular weekly FCC meeting.

**Industry Spokesmen Later** • Testimony from members of the broadcasting industry probably will not be heard until after the first of the year, a Commission spokesman said last week. The FCC originally had hoped to conclude the sessions by Jan. 1, but this original goal now has been discarded, with the Commission ready to allocate as much time as is necessary to hear all witnesses.

Additional witnesses today will include the Very Rev. Celestin J. Steiner of the U. of Detroit, National Catholic Welfare League; Prof. Bernard Mandelbaum, Jewish Theological Seminary; Mrs. James C. Parker and Mrs. Fred Ball, National Congress of Parents & Teachers; Clara Logan, National Assn. for Better Radio & Tv; Mrs. Julian Whittlesey, National Council of Women, Ralph Steele, Joint Council on Educational Tv; Victor Nyborg, president, Assn. of Better Business Bureaus, and Roy Battles of the National Grange.

Other scheduled witnesses during the hearings: Union of American Hebrew Congregations; American Assn. of University Women; American Civil Liberties Union; National Farmers Union; General Federation of Womens Clubs; Federal Communications Bar Assn.; American Medical Assn.; National Education Assn.; National Assn. of Educational Broadcasters; Educational Tv Council; Greater Washington Educational Tv Assn.; National Educational Tv & Radio Center; Norman Cousins, *Saturday Review*.

Also, William F. Buckley, *National Review*; John Fischer, *Harpers* magazine; Prof. Gilbert Seldes, dean, Annenberg School of Communications, U. of Pennsylvania; Prof. Charles Siepmann, School of Communications, New York U.; Prof. William Y. Elliott, Harvard; Prof. Reuel Denny, U. of Chicago; Eric Larabee, executive director, American Heritage Inc.; Prof. Paul Lazarsfeld, Harvard Business School; Rev. William Lynch, S. J., Georgetown U.; Prof. Sydney W. Head, U. of Miami.

Also, Dean Theodore Peterson, U. of Illinois College of Journalism & Communication; Prof. Ronald Coase, U. of Virginia; Prof. Percy Tannenbaum, U of Wisconsin; Prof. Ithiel Poole, Massachusetts Institute of Technology; Monsignor John McClafferty, Catholic U; Donald McGannon, NAB Tv Code Review Board; Harold Fellows, president NAB; Assn. of National Advertisers; American Assn. of Advertising Agencies.

Also, Advertising Federation of America; NBC; CBS; ABC; Mutual; Westinghouse Broadcasting Co.; American Society of Composers, Authors & Publishers; Sigma Delta Chi; Philip Cortney, Coty Inc.; Storer Broadcasting Co.; Springfield Tv Broadcasting Co., and songwriter Gloria Parker.

**Daly Wants In** • Lar Daly, Chicago politician whose name is well known to broadcasters through his demands for equal time, has requested that he be given the right to be heard. The Commission stated that additional individuals and groups will be added to the list "as time permits."

The FCC will sit *en banc* for the hearings. Comrs. Rosel Hyde and T.A.M. Craven will be absent until after Dec. 15 as they are in Geneva for the international telecommunications conference. Commissioners in Washington include Chmn. John C. Doerfer, Robert T. Bartley, Robert E. Lee, Frederick W. Ford and John S. Cross.

# BALLOON THAT DIDN'T GO UP

## Idea for tv advisory group gets nowhere

A top agency official's proposal for a special industry-wide approach to television's current problems appeared doomed last week to go down as "Larmon's Lost Cause."

Young & Rubicam Chairman Sigurd Larmon had proposed, and CBS and ABC opposed, creation of a citizens advisory committee to study tv advertising and programming problems (BROADCASTING, Nov. 30). NBC, which had approved the idea in principle, meanwhile appeared to reverse its field last week by deciding that such a committee was not necessary at this time.

The Larmon proposal was discussed by top officials of all three networks at the first of two "summit" meetings, the second of which—no more successful than the first—was called by CBS Chairman William S. Paley and included such high-ranking participants as RCA Chairman David Sarnoff and President John Burns, NBC Chairman Robert Sarnoff and President Robert Kintner, CBS Chairman Paley and President Frank Stanton, and ABC-TV President Oliver Treyz (BROADCASTING, Nov. 30).

**Details of Larmon Plan** • Mr. Larmon's proposal, made public by Y&R last week, called upon the networks to invite agencies, advertisers and stations to help them select "a group of outstanding citizens" to "study the problems and make recommendations." Members of the calibre of Dr. James Conant and Judge Learned Hand were suggested by Mr. Larmon, who thought the committee also ought to include an experienced tv man (he suggested Robert Saudek of Robert Saudek Assoc. and Robert Swezey, of WDSU-AM-TV New Orleans, as having the required type of "caliber and background"), and also an experienced advertising man (Clarence Francis of General Foods, or D'Arcy Brophy, retired chairman of Kenyon & Eckhardt).

Among the problems such a committee might examine—with aid of a "first-rate" staff paid by networks, advertisers and agencies—were the following mentioned by Mr. Larmon: program integrity; program content (excessive violence, too many westerns etc); commercial practices (excessive time for commercials, triple spotting etc.); advertising practices (misrepresentation and deception, etc.); need for

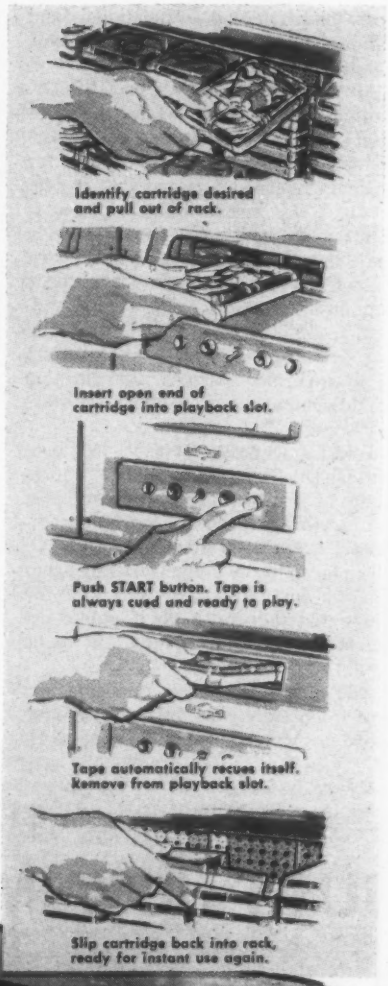
# COMPLETELY AUTOMATIC PROGRAMING

Collins Automatic Tape Control gives complete and continuous programing – at just the press of a button. Commercials, public service announcements and complete programs are on the air, on cue, on time, everytime.

***These stations are now using Collins Automatic Tape Control:***

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| WHMA | WGBS | WAZY | WKNX | WINS | WLEC | WJAR | KCRS | KNDO |
| WVOK | WINZ | WSLM | KMRS | WEAV | WSPD | WTMA | KOLE | WSAZ |
| KUEQ | WKXY | WTHI | KFAM | WVET | WHOT | WMUU | KONO | WDUZ |
| KWYN | WQXI | WOI | WJDX | WOTT | WHIZ | WHUB | KTXO | WJPG |
| KEZY | WMLT | KSTT | WSLI | WBBB | KOCY | WENO | KTRN | WLIP |
| KXOA | KIDO | KDEC | KFRU | WIST | KTUL | WBMC | KALL | WNAM |
| KMYR | WJBC | KWKY | WIL | WFMO | KISN | KOPY | KLUB | KRON-TV |
| WADS | WEAW | KBIZ | KGBX | WBIG | WFBG | KIXZ | WARL | KBTV-TV |
| WCCC | WAIK | KICD | KFAB | WNCT | WJET | KBUD | WEEL | WESH-TV |
| WELI | WJOL | KGGF | KOIL | WIRC | WCMB | KOKE | WFVA | WAGA-TV |
| WNHC | WKAN | KMAN | WJLK | WBUY | WGAL | KTBC | WHYE | WMAR-TV |
| WAMS | WSMI | WIBW | WPAT | WKBC | WFIL | KCLE | WINC | WABG-TV |
| WMAL | WQUA | WLBJ | WMTR | WKIX | WCAE | KRLD | KVOS | WLBT-TV |
| WAZE | WMBD | WWKY | KMGM | WRAL | WEEP | KVIL | KWIQ | WKBW-TV |
| WRKT | WHBF | WLCS | WCSS | WDBM | KQV | KDSX | KOL | WROC-TV |
| WVCG | WIZZ | WJLB | WSEN | WOOW | WEJL | KFJZ | KLYK | WKY-TV |
| WINK | WKRS | WAMM | WNBF | WDOK | WNAE | KXOL | KREM | KFDM-TV |
| WAPE | WANE | WTAC | WGR | WNOB | WEAN | KDUB | KXLY | WTAP-TV |
| WJXT | WIBC | WMAX | WHDL | WING | WICE | KRIO | KIMA | WFRV-TV |

*Contact your Collins representative for a demonstration.*


Identify cartridge desired and pull out of rack.
Insert open end of cartridge into playback slot.
Push START button. Tape is always cued and ready to play.
Tape automatically recues itself. Remove from playback slot.
Slip cartridge back into rack, ready for instant use again.

A single modular constructed rack holds 120 tape cartridges in 40-second to 31-minute segments—ready for instant use. Rack mounts above or below console.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

more informational, educational and cultural programming during prime broadcast hours.

**Attractive, But No** • For CBS Dr. Stanton replied that while the proposal had "several attractive merits," his network felt it is responsible for whatever it broadcasts and that it cannot share this responsibility with others "without sacrificing our integrity." He said "this means that we must resist control of our programming by private committees as strongly as we have always resisted government control" and that "passing the buck to a group of distinguished citizens for cleaning up this mess is not to us a satisfactory solution."

Television must "clean its own house," Dr. Stanton continued, "and in doing so invite sponsors to participate in a revised pattern for our programming. . . . Great responsibility does . . . fall upon sponsors and advertising agencies for doing promptly and well the things that they must do if public demands in this whole matter are to be met."

ABC's position, also opposing the idea, reportedly was relayed by telephone to Mr. Larmon by Leonard H. Goldenson, president of the parent AB-PT, but was not made public formally.

**Basic Idea Approved** • For NBC Mr. Sarnoff replied that "the basic concept underlying the proposal is a sound one" and that his network would like to be associated with it "affirmatively." He said the "responsibility" lies directly with the networks but "is not limited to them alone, but should be shared by the advertisers and their agencies because of their basic stake in the future development of the medium."

Mr. Sarnoff submitted a "redraft" of the Larmon proposal in which he suggested that the citizens committee examine, among other things, the roles played by stations, networks, program production organizations, advertisers and agencies; tv's contributions in terms of popular-appeal programming, informational and public affairs programming, and special-interest programming; television's shortcomings, their sources and possible ways of overcoming them. Integrity of program types and of commercials, public reaction to tv, and the possibility of developing common standards for advertising in all media were among specific areas suggested by Mr. Sarnoff for investigation.

**Own Committee Plans Shelved**

Last week, following NBC's appoi ment of James A. Stabile as vp charge of standards and practices (p page 32), authorities at the netw confirmed that it had shelved the id of setting up a citizens review comm tee of its own.

In a letter to the *New York Tim* replying to a *Times* editorial, M Sarnoff said NBC supported the co mittee idea as a means of helping t network execute its responsibility, n as a means of shirking it. But NBC fficials said there was "very little likel hood" that such a committee would set up now because one of the princ pal functions of an advisory group—t give the network the benefit of its opi ions—was being served through a num ber of other, less formal channels.

NBC meanwhile placed full-page a in a number of key newspapers spelli out the five-point credo outlined to a filiates at their convention last mont (BROADCASTING, Nov. 16) and also pr pared to telecast over the past weeken a 30-minute version of its presentatio also made to the affiliates, on the d versity and scope of NBC-TV progra service.

## BROADCAST ADVERTISING

# JUST HOW IMPORTANT IS AD RECALL?

## TvB's Huntington tells RTES it's an overrated factor

Recall as a measure of advertising productivity was repudiated last week by George H. Huntington, vice president and general manager, Television Bureau of Advertising.

He and Horace S. Schwerin of Schwerin Research Corp. (see below) discussed the value of sponsor identification before the Radio & Television Executives Society in New York.

Sponsor identification was considered nearly worthless in Mr. Huntington's opinion and he indicated it can often lead to dangerous assumptions.

His advice to advertising people: Spend ad research dollars elsewhere, preferably in new research to explore the "depth of impression" that tv creates—"advertising impact is like an iceberg, most of it doesn't show." In tv, he said, print research has been used to measure the "small part that shows."

**How To Measure** • It's not possible to measure sales directly, Mr. Huntington said, so the next best bet for researchers was a set of "unwritten" rules which are generally acceptable. They are acceptable to him, too, but up to a point. That point stops when recall steps in.

The theory goes that once someone has been reached by advertising—and measurement along the way is acceptable to all, he reminded—it's time to impress that someone. "And the common measure of this impression is recall." But, he said, recall misses "the main things."

He challenged the precept of "the more you can recall, the better the ad must be." Because one remembers copy points, it doesn't follow that there's agreement. Commercials can educate, as in the case of the ill-fated Edsel's use of the tv commercial, but this, he observed, had nothing to do with sales of the auto.

**Mood And Feeling** • Copy ideas are but part of a commercial, he stressed, noting that more advertisers are using emotional copy points—mood and feeling—which are difficult to recall or measure but extremely important.

Sponsor identification is a form of recall, Mr. Huntington expounded, emphasizing that researchers usually take a measure of the program first, the sponsor next and then the association of the two.

He attacked the application in ad vertising of a common belief that unle one knows or remembers what's fo sale, the person can not buy it. (In re its sponsor identification is a measur of knowledge of what is for sale.) Suc identity usually denotes only "the mea ure of knowledge of the advertisin for that product, and advertising is no for sale."

Also not for sale is the music, voic or color (meaning action) used in a commercial. It's fine, he said, if peopl recall these things but "you'd bett also measure their recall of the fea tures of the product and more impor tant, the results of their exposure t these features."

Mr. Huntington warned it is danger ous to assume that because a viewer does not recall the sponsor, the mes sage had no effect ("if I can't recal the name of the show, does that mean I didn't see it?")

People are filled with impressions "someone" implanted, he continued, but they forget what ad or commercia was responsible.

**Multi-Sponsorship** • He attacked ad vertiser concern over measurement

BECAUSE
WE'RE THE

# FIRST

GOOD
MUSIC
STATION
IN ALBUQUERQUE...

# KMGM...

JUST 14 WEEKS OLD..
ALREADY HAS OVER

# 97

ON THE AIR ADVERTISERS...

NATIONAL REPRESENTATIVES
GILL-PERNA

ALBUQUERQUE'S
GROWINGEST BABY

INCLUDING

- 23 AUTO DEALERS
- 12 RESTAURANTS
- 7 FURNITURE STORES
- 5 HOME SERVICES
- 5 BEER AND WINE DISTRIBUTORS
- 5 APPLIANCE STORES
- 5 INSURANCE COMPANIES
- 3 HOME BUILDERS

AND THE LIST
CONTINUES TO GROW ON

# YOUR PRODUCT

SHOULD BE IN THE LIMELIGHT ON

RONNY KAHN, V. P.

RADIO • ALBUQUERQUE

KMGM

**ARB**

**ARBITRON'S DAILY CHOICES**

Listed below are the highest-ranking television network shows for each day of the week Nov. 25-Dec. 1 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

| Date | Program and Time | Network | Rating |
|---|---|---|---|
| Wed., Nov. 25 | Wagon Train (7:30 p.m.) | NBC-TV | 25.0 |
| Thur., Nov. 26 | Thanksgiving Parade (11 a.m.) | NBC-TV | 24.3 |
| Fri., Nov. 27 | Miracle on 34th Street (8:30 p.m.) | NBC-TV | 22.5 |
| | Lucille Ball/Desi Arnaz (9 p.m.) | CBS-TV | 22.5 |
| Sat., Nov. 28 | Gunsmoke (10 p.m.) | CBS-TV | 34.9 |
| Sun., Nov. 29 | Janet Blair (9:30 p.m.) | NBC-TV | 26.7 |
| Mon., Nov. 30 | Father Knows Best (8:30 p.m.) | CBS-TV | 25.3 |
| Tue., Dec. 1 | Rifleman (9 p.m.) | ABC-TV | 23.1 |

Copyright 1959 American Research Bureau

that show current multi-sponsored programs create relatively low sponsor identification. "So what?" he asked.

An inability to recall all or any of the sponsors is "no measure of the knowledge" gained of the products or the impression created, Mr. Huntington declared, continuing: "It is the knowledge and the impression which will lead me to buy them [products] not the recall of the commercials or sponsors identified with them."

He dashed cold water on this measure's purported importance by pointing out that it fails to explain away the success of spot advertisers who have no sponsor identification of program and commercial.

**Fit It to The Program** • That's what ought to be done in producing a commercial, Horace S. Schwerin, president of Schwerin Research Corp. (which tests both tv commercials and programs) told the RTES audience.

Mr. Schwerin's tack on sponsor identification was that viewers are affected not only by the program they see but how a commercial is placed within the show and how it is associated with the program.

He took the audience on a color slide presentation tour of his testing operation at the Avon Theatre in New York, noting the low index of brand loyalty for a strawberry ice cream when a commercial for the product was inserted in a show that contained a bloody scene of a "man stabbed in the back."

Viewer loyalty to the strawberry ice cream climbed, however, when the commercial was inserted in a musical-variety type program.

He said tests produce an obvious conclusion that a viewer's prime objective is to see the program and not the commercial. But despite the obvious, this rule is "violated more than it is observed" by advertisers.

**Drop in Interest** • He emphasized that his testing firm has found a decided drop in newer interest in the commercial when it comes after a "teaser" (lead off in action) or a critical point in a program (creating a cliff hanger effect). Mr. Schwerin has no doubt that advertisers can make their commercials and cost circulation more effective by coordinating commercial production with the program. Too often, he asserted, producers of a commercial live worlds apart from producers of the show, neither set of artisans aware of what the other is attempting to do.

## BITTER & SWEET
## $6 million paid NBC for 'Twenty One' shows

NBC received a total $6,274,257 from Pharmaceuticals Inc. for the sponsorship of 105 telecasts of *Twenty One* from Sept. 12, 1956, to Oct. 16, 1958, according to information furnished for the files of the House Legislative Oversight Subcommittee. The House group requested the information from Thomas E. Ervin, NBC vice president and general attorney, during the latter's testimony Oct. 6.

Of the 25 telecasts between Sept. 12, 1956, and March 17, 1957—before NBC acquired the interests of Edward Kletter & Assoc. and Pharmaceuticals Inc. for the program—NBC was paid $18,501 for network facilities for each telecast after deduction of $3,258 for agency commissions. With miscellaneous facilities charges of $3,394 per telecast the cost was brought to $21,895 each, or a total $547,375 for the 25 telecasts.

Of the 78 telecasts made between March 18, 1957, and Oct. 5, 1958—after NBC acquired the program and before Executive Producer Dan Enright and Producer Albert Freedman left the show—NBC received $44,436 per telecast for network facilities after deduction of $7,833 agency commissions. With $15,815 in program charges per telecast, $10,000 each week in prize money and $1,356 in miscellaneous facilities charges, the total for each show was brought to $71,607, or a total of $5,585,346 for the 78 telecasts.

For the two performances after Messrs. Enright and Freedman left, NBC received $41,836 each for network facilities after agency commissions of $7,646. Program charges were $18,000 each, prize money $10,000 and m[iscellaneous] facilities charges $926 e[ach] for a total of $70,762, or $141,536 f[or] the two telecasts.

Pharmaceuticals was represented [by] Edward Kletter & Assoc. for the fi[rst] 42 telecasts and Parkson Advertis[ing] Agency for the remaining 63. The[re] were four pre-emptions by the netwo[rk] for special programs during the 2[-] month period.

## • Business briefly

### Time sales

**Spots for Red Heart** • John Morrell [&] Co. will launch an intensive advertis[ing] campaign Jan. 1 on behalf of its R[ed] Heart dog food. The campaign will u[se] spot radio continuously in about 6[0] cities for 52 weeks to supplement i[ts] print campaign. One minute announc[e]ments and IDs will emphasize [a] rhythm beat and "three times for fre[sh] beef protein" theme, according t[o] Floyd J. Torrence, division advertisi[ng] manager, who announced the campaig[n]. Agency: John W. Shaw Adv., Chicag[o].

**Flips network switch** • Proctor Electri[c] Corp., Phila., in its first use of networ[k] tv, will sponsor a special program fe[a]turing Jerry Lewis over NBC-TV o[n] May 20, 1960 (8:30-9:30 p.m.). Agency: Weiss & Geller, N.Y.

**Saturation spot** • Bourjois Inc., N.Y. for its "Evening In Paris" fragrance wi[ll] use spot tv commercials featuring t[he] recording personality Genevieve o[n] 167 stations in 111 cities for a satura[-]tion Christmas season campaign. In[-]cluded is Hawaii where Bourjois is mak[-]ing a special sales effort—radio commer[-]cials also will be used there. Lawrence C. Gumbinner, N.Y., is the agency.

**Annual news recap** • Armour & Co. Chicago, through Foote, Cone & Beld[-]ing Inc., N.Y.; Kitchens of Sara Lee, Chicago, through Cunningham & Walsh Inc., N.Y., and the Seven-Up Co., St. Louis, through J. Walter Thompson Co., N.Y., will share sponsorship of *Prologue 1960*, ABC-TV's Peabody award-winning series of special ABC News annual reports, on Dec. 27 (Sun. 9:30-10:30 p.m. EST). *The Alaskans* will be pre-empted for that date only. ABC News chief John Daly will head staff of network's correspondents called to New York for discussions and films of major stories covered in 1959.

**Tv awards time** • Chrysler Div. of Chrysler Corp., Detroit, via Young & Rubicam Inc., N.Y., will sponsor *The Tv Guide Awards Show* scheduled for March 25 on NBC-TV (Fri. 8:30-9:30 p.m. EST). The special telecast will feature results of *Tv Guide's* nation-wide tv popularity poll.

# CHECK ✓ and DOUBLE CHECK ✓✓

✓ WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

✓✓ One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV.

# WTHI-TV

CBS TELEVISION

CHANNEL 10 • CBS—ABC

TERRE HAUTE

INDIANA

Represented Nationally by Bolling Co.

# SIX MONTH WAX SHINES ON TV

## Tv introduced product enjoys zooming sales

Three years ago Continental Wax Corp.'s Six Month Floor Wax was a new entry in a highly-competitive field, testing its market potential in Miami, primarily on spot television.

Three years later, television's ability to reach the housewives' market with a singular effect amply demonstrated the potential was there. Continental's business saga reflects a lustrous glow. A few shining highlights of the company's excursion into the consumer market:

• From a modest $20,000 tv advertising outlay in 1956, the budget for television rose to about $125,000 in 1957; $1.8 million in 1958 and almost $1.5 million for the first six months of 1959 (based on TvB figures). Spot tv represents about 85% of the overall budget.

• Company sales have zoomed each year but figures are closely-guarded. It is significant to note that Six Month Floor Wax is the first new product of of its kind to be marketed successfully in more than 15 years, company officials assert. It is in contention with such well-established companies as Boyle Midway (Aerowax), S.C. Johnson & Son and Simoniz.

• Continental is introducing two new products in 1960 and anticipates a 60% increase in sales next year. It plans to increase its advertising budget accordingly (the amount still undetermined), accentuating spot tv as in the past.

Continental Wax, which maintains headquarters in Terre Haute, Ind., had been in the industrial wax field for 30 years. In early 1956 the management decided to slide into the consumer area. The company's thinking: Industrial waxes last as long as six months; why not develop and introduce into the consumer market a "long-lived" wax. It developed such a product and in early 1956 entrusted marketing-advertising responsibilities to its newly-appointed agency, Product Services Inc.

**Spot kickoff** • After tests for consumer reaction to the product, Continental decided on a 13-week campaign in Miami, using spot tv predominantly, to promote Six Month Floor Wax. The results were impressive but Continental moved slowly. In June 1957 the product moved into Dallas for a spot tv saturation effort and in the remainder of 1957 expanded into five other Texas markets.

As Continental prepared for a concentrated invasion of the field, it moved headquarters from Brazil, Ind., to Terre Haute in 1957 and later opened a plant in Mount Vernon, N.Y.

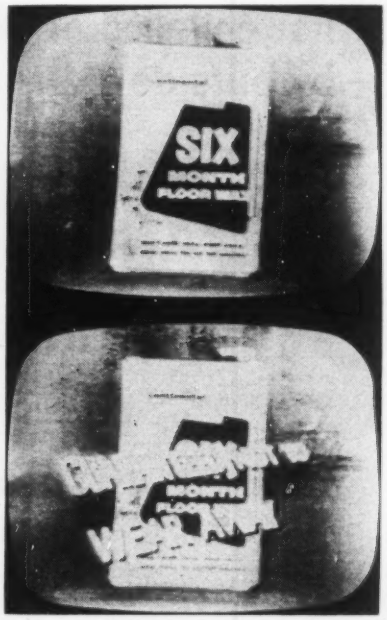
The big push was on in 1958 as the company began distribution in the South, parts of the Midwest and the East. In New York City, Six Month Floor Wax was introduced primarily through a king-sized tv advertising campaign, and after the 13-week cycle, company officials said, more than a million units were sold. Today the product is distributed and advertised in 66 markets in the North, South and Midwest.

The copy theme from the beginning has emphasized that "waxing floors is a drudgery," Les Persky, president of Product Services, points out. Within this context, he added, the copy proclaims that "modern housewives don't have the time to spend on waxing floors . . . so use the Six Month Wax."

Last January the Federal Trade Commission charged Continental Wax with misrepresentation, declaring that the product will not last for six months as claimed in radio-tv-print advertising (BROADCASTING, Jan. 26). In its defense at several hearings, Continental has insisted that its wax will last six months and attempted to support its contention by citing "research data from independent science laboratories and thousands of testimonials from satisfied housewives." No final decision has been issued by the FTC and Continental is continuing to use the same copy appeal in its advertisements.

Officials of the company and Product Services stress that the Six Month Wax must be used properly. They point out floors must be damp-mopped occasionally to remove dust and dirt and some housewives do not follow this suggestion, and they acknowledge that "it takes effort and work to apply the wax to the floor."

"We've found out that some people love Six Month Floor Wax and some people hate it," Mr. Persky says wryly. "But we think that the market is large enough for us to get a substantial piece of it—and we think our track record to date substantiates this belief."




THE TV SELL

## BBDO postpones 'high-rate' letters

BBDO has held up on its intended plan to send letters to radio and tv stations whose rates the agency feels are "out of line" with what can be justified in circulation or audience size.

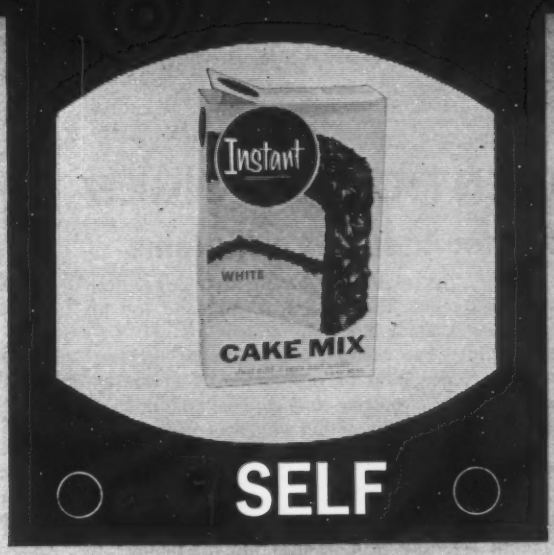
The agency for some time had been preparing the action as a follow up to a similar move toward national magazines on their rate increases (BROADCASTING, Nov. 2). Intention was to cover the top 50 markets in broadcasting.

Further moves—including whether or not the agency will send the letters—await further study. One reason is the rating "complexity" of the broadcast field along with the diversity of markets.

## West coast agency merges with F&S&R

Fuller & Smith & Russ, a $45 million a year agency with some $11 million billed in radio-tv, has acquired a west coast agency: Stromberger, LaVene, McKenzie, Los Angeles, which has $5 million in billing.

In the merged operation effective Jan. 1, T. L. Stromberger, president of the Los Angeles agency, becomes senior vice president of F&S&R. Negotiations had been conducted since last February. At present F&S&R maintains a service office in Los Angeles. Clients of the smaller agency include General Petroleum, Occidental Life, McCulloch Corp., Pacific Ocean Park, Kal Kan Foods, System Development Corp. and Pacific Tile & Porcelain among others. F&S&R has offices in New York, Pittsburgh, Cleveland, Chicago, Fort Worth-Dallas, San Francisco and London, and services such national accounts as Aluminum Co. of America, Libbey-Owens-Ford, the Sherwin-Williams Co., Matson Navigation Co. and A. B. Dick Co. Robert E. Allen is president of F&S&R which was formed in 1907.




# SELF RISING SALES !

IN SAN DIEGO KFMB-TV SENDS MORE PEOPLE AWAY FROM HOME (TO BUY) THAN ANYTHING!

Represented by
Edward Petry & Co., Inc.
*The Original Station Representative*

**KFMB 8 TV SAN DIEGO**
A TRANSCONTINENT STATION

# '60 NAB CONVENTION CHANGES

## More time allotted for industry problems

NAB's convention format is being revamped to provide more time for member discussion of industry problems, under plans discussed Dec. 3 by the association's Convention Committee at a Washington meeting. The committee approved selection of Clair R. McCollough, Steinman Stations, to receive the NAB's 1960 Distinguished Service Award (story on page 96).

Convention activities begin Sunday, April 3, with opening of the equipment exhibits in the lower lobby of the Conrad Hilton Hotel, Chicago. All sessions will be held in the Conrad Hilton. Formal opening is scheduled the morning of April 4, with NAB President Harold E. Fellows as opening speaker.

Present plans call for a change in the awards procedure. In past years the award recipient has been keynote speaker. The 1960 format, however, provides for presentation of the award at the opening luncheon.

General sessions in which both radio and tv delegates will participate are slated for the opening morning and the final afternoon (April 6). The banquet that night will be the last convention event. Provision will be made for fm discussion.

The board's policy against the concentration of program and service exhibits on one floor will be continued in 1960, eliminating what was often termed the "carnival floor." These firms were limited to scattered reception suites last year.

Running concurrently with the convention will be the annual Engineering Conference, with technical delegates also taking part in the two general sessions and the daily luncheons.

Co-chairmen of the board Convention Committee are Payson Hall, Meredith stations, and Thomas C. Bostic, KIMA Yakima, Wash., respective vice-chairmen of the association's tv and radio boards.

Attending the Dec. 3 meeting besides the co-chairmen and Dwight W. Martin, WAFB-TV Baton Rouge, La., chairman of the 1960 NAB awards subcommittee, were J. R. Livesay, WLBH Mattoon, Ill.; Robert J. McAndrews, KBIG Los Angeles; W. D. Rogers, KDUB-TV Lubbock, Tex.; G. Richard Shafto, WIS-TV Columbia, S.C., Tv Board chairman; F. C. Sowell, WLAC Nashville, Radio Board chairman, and Willard E. Walbridge, KTRK-TV Houston. Fred A. Knorr, WKMH Dearborn, Mich., was absent.

## NAB attendance up

Total attendance at the NAB's 1959 Fall Conferences, held Oct. 15-Nov. 20, was 1,691, according to William L. Walker, assistant treasurer who handled conference arrangements in the eight cities. The figure compared to 1,600 in 1958, with the increase attributed to more favorable conference sites. Conferences were held in major cities having convenient transportation facilities, a policy NAB will continue in 1960.

Largest attendance in 1959 was in Chicago, with Fort Worth having the smallest. The 1959 attendance figures follow: Washington 252, Chicago 297, Boston 185, Atlanta 217, Fort Worth 174, Denver 193, Los Angeles 188 and Seattle 185. The 1960 series is scheduled to open Oct. 13 in Atlanta.

## California station wins news access fight

Another victory in radio's continuing battle for access to official news sources equal to that of newspapers was won last week by KEZY Anaheim, Calif. KEZY launched a barrage of 24 broadcast editorials a day after the city council of Stanton, another Orange County community, had refused to allow Art Kevin, KEZY news director to tape record its proceedings.

The station offered equal time to the mayor and councilmen who had voted against admitting the radio reporter, but the offer was not accepted.

Orange County newspapers gave their editorial support to the KEZY crusade, which was also endorsed by the Orange County Press Club. Just before the council's meeting on Nov. 30, Mayor Graham Bell announced that he had changed his mind and believed the use of the tape recorder for reporting purposes was acceptable. His motion to permit reporters to record council meetings was unanimously carried.

WE TOOK THE HIGH ROAD

K.M.B.C.

While They Took The "NET" Road!

*SUNDAY 5 to 5:30 PM

| | |
|---|---|
| KMBC (abc) "HIGH ROAD TO DANGER" | 12.0 |
| station "B" "Conquest" (CBS-network) | 3.9 |
| station "C" "Meet the Press" (NBC-net) | 2.5 |

*(SOURCE - A. C. NIELSEN - JULY 1959 - KANSAS CITY)

TWICE the audience (65% share) of the other TWO Kansas City stations COMBINED and over DOUBLE the 5.8 lead-in audience of the prior KMBC half hour!

"High Road to DANGER"

39 action-packed true adventures starring Steve Brodie . . . 26 in full COLOR. Now Syndicated in over thirty markets!

Pave YOUR "Road" to highly saleable low cost ratings . . . Call JOHN ETTLINGER Today at HOllywood 2-6635 !!

MEDALLION TV ENTERPRISES, INC.

PRODUCTION DISTRIBUTION

SIX THOUSAND SUNSET BLVD., HOLLYWOOD 28, CALIF.

CHICAGO BEN HARRY CE. 6-1805 | MIAMI FRANK STONE PL. 4-3686 | TORONTO JERRY SOLWAY WA. 2-3163 | DALLAS BOB MONTGOMERY EM. 8-2949

# You are all first in our book

The November 23, 1959, issue of BROADCASTING Magazine carried a story based on information supplied by the Collins Radio Company which said a radio station was first to use Collins Automatic Tape Control equipment for its complete programming operation. Since the story appeared, a number of our other good customers have advised us they feel they were first.

The fact is, we have sold so much Automatic Tape Control equipment since it was introduced last March we can't really tell which station first started exclusive use of the equipment.

All our customers are first with us; we thank the broadcasting industry for its enthusiastic reception of Collins Automatic Tape Control equipment, and for its interest in all our products.

COLLINS

COLLINS RADIO COMPANY

# THE REWRITING OF RADIO EPITAPHS

## How RAB squelched the pessimists with an operation bootstrap

"If radio is dead, it's the liveliest corpse around."

Admittedly, this was an overworked (and a slightly self-conscious) epigram in the early 1950's as television cut inroads into radio's audience and billing. But radio was not at all ready for an epitaph: it is still *"very much"* around.

The horizon was gloomy in March 1951 although radio's adherents had confidence in the medium's ability to adapt to and grow with changing conditions. The industry banded together and formed the Radio Advertising Bureau, which was assigned a major responsibility: Sell radio to the all-important advertisers and advertising agencies.

**Brighter Horizons Ahead** • The vistas are bright today. The intervening years have been a period of continuous growth particularly in the area for which the medium is uniquely suited—spot radio. An indication of radio's prosperity is the air of dissatisfaction—yes, dissatisfaction—with which Kevin Sweeney, RAB president, will greet members of the Bureau's board of directors at the semi-annual meeting at the Sheraton East Hotel on Wednesday (Dec. 9). In essence, Mr. Sweeney will advise the board of these sentiments:

"For those satisfied with a little progress, radio had a great year in 1959. We did a lot of easy things very well and we made progress—about as much progress measured in advertising dollars as the rest of the media business made because the estimate of dollar volume increase in 1959 is about 7%.

"Radio's gains this year were only average—when we should have made at least a 10% gain in volume and possibly a 15% gain."

This aggressive, never-move-slowly, never-give-an-inch spirit has been characteristic of the Bureau during its eight-and-a-half-years of operation. Its progress report is monumental:

- Membership has grown from 395 in 1951 to 1,100 this year.
- RAB revenue has grown from $432,000 to $1.1 million during the period.
- In the face of drastic reductions in network radio expenditures, national spot and local business have increased by more than 40% during the 1951-59 period.

RAB's growth in membership and income has been translated into an expanded development program, including a specially-tailored plan for each radio prospect and original research for clients prepared to invest money in test campaigns. Each area of RAB activity, Mr. Sweeney notes, is broadening its scope, covering the national sales department under Robert Alter, manager of sales administration; sales promotion and research under Miles David, vice president and director of promotion, and member service under Warren Boorom, vice president and director of member service.

A summary of the latest achievements of the various RAB units:

**National Sales** • RAB's specific proposal system, initiated in mid-1959, is being used intensively by the national sales department. Considered a new concept in trade association selling, the system is based on making proposals for specific radio buys to advertisers, instead of the usual selling with general concepts that has been the rule with trade organizations.

**Promotion and Research** • Major printed presentations are being prepared in increasing quantity (soon upcoming Newspaper Circulation vs. Actual Ad Readership and Nighttime Radio and Network Radio vs. Magazines). Conversely, many new sales tools are being developed in pocket-sized formats, designed for easy use on less formal sales talks. The resarch emphasis is on consumer-oriented "pinpoint" types of studies. For example, RAB has commissioned several dozen research projects aimed at revealing how many customers for specific food products are in the radio audience at stated times. Some of

### RAB's fan-mail—what

Here is what advertisers and agencies think of RAB activities:

**K&E** • ". . . I want to write you a fan letter. I have standing instructions that whenever one of your people calls, I will make a firm appointment to see him. The reason for this is that they come to my office and give me information that I could not possibly get any other way. . . . You people are rendering a real service." J. Clarke Mattimore.

**Woolworth** • "Our immediate reaction to your presentation in behalf of radio probably surprised you. I don't know whether it should be attributed to the effectiveness of radio as medium, or you as a salesman . . . possibly both. In any case, we have been moved, and have moved. The next move is yours. We await your recommendation this Thursday." Arthur Gross, Jr., adv. supervisor.

**Pan-Am Coffee** • "You will be happy to know after all of our work together, that the Bureau will 'go radio' exclusively this summer in the iced coffee campaign. Your organization has been instrumental in helping . . . sell our group on the impact and economy of radio. Indeed I can say that without your help there is a question as to whether or not . . . could have managed to convince our people of the wisdom of putting the entire summer budget into this medium. Thanks very much." James Orgill, advertising director.

**Nestle** • "Many thanks for your most impressive RAB presentation this morning. . . . You certainly sparked our interest in several areas." Bates Hall.

**Saab Motors** • "I consider it a definite possibility that Saab may experiment with radio advertising. . . . Your presentation the other day was an excellent one and it has set me to serious thinking about what radio might be able to accomplish for Saab . . . I must admit that I had not really considered radio at all in our future advertising plans until you came along." Harvey B. Janes, advertising manager.

**Cory Corp.** • "Thanks very much for the excellent presentation you staged for me and my associates. It opened our eyes to various facts about radio advertising and the changing markets and called our attention to a number of important facts which I am sure will be useful to us in future planning.

"In accord with our discussion, we would be interested in having your office's recommendations as to a possible 26-week saturation test using radio in the ———— area—and another recommendation on the use of radio in the ———— area.

"I'd like to congratulate you and your organization on getting together an excellent, fast-moving and factual presentation of the value of radio advertising. This type of presentation certainly reflects favorably upon the radio advertising industry." N. H. Schlegel, vice president.

RAB's future research projects are tied in directly with specific needs of advertisers and will be conducted for national and regional companies seeking "radio solutions" to their particular marketing problems.

**Member Service** • In line with RAB membership growth, the Bureau is stepping up its "personal services" activities. These include the availability to members of commercial tapes for use in selling and a more comprehensive coverage of the country with sales and management activities. In 1959, the member service staff was increased to eight and in 1960, it is contemplated, another staff member will be hired.

Since RAB's major objectives are to attract more advertisers into the medium and raise the radio budgets of those companies already investing in the medium, a perusal of the Bureau's recent accomplishments is in order. A sampling of reports from the RAB files:

• Whitehall Drugs (Dristan) recently allocated $400,000 for spot and network radio, attributed directly to an RAB proposal. Dristan had never before used radio significantly. The decision was made after four conferences with Dristan and its agency, Tatham-Laird. RAB's proposal included a complete outline of the estimated costs and reach of the campaign.

RAB'S CHIEF SWEENEY
Little progress for radio isn't enough for him

• Jacob Ruppert Brewery (Knickerbocker Beer) shifted about $100,000 from its tv budget into spot radio for a major campaign in New York. Maurice Atkinson, Ruppert advertising manager, wrote to RAB: "We had been contemplating such a move, but I can tell you that the material presented by you in our recent meeting at the agency convinced us to make the definite decision."

• A grocery marketing giant (still unidentified) has scheduled a January 1960 test of an RAB plan, calling for a 13-week, $3 million radio campaign that reportedly would enable the advertiser to "own" the crucial weekend shipping period — Thursday noon through Saturday noon—among women supermarket customers in selected markets throughout the country.

And so goes the list of those served well by RAB. A sampling of other reactions is contained in story which appears at left.

**Only The Beginning** • These are a few of RAB's "specific sell" proposals. There are many other proposals which are currently being considered and now in various stages of development.

Mr. Sweeney, never one to sit on his laurels, is not totally satisfied with the remarkable progress achieved to date. He is naturally pleased that the growth of RAB membership will mean more income for the Bureau to step up its total selling effort through enlarged and improved services to advertisers, agencies and stations.

"This RAB expansion," he remarks gravely, "is one major factor that can help radio make the kind of gains it should, instead of the type of performance we're currently turning in."

## the customers think

**EWR&R** • "Thanks loads for the reams of material which you were kind enough to rush over to us in connection with our client meeting scheduled for the afternoon. It proved most helpful to us and you will be happy to know that the client accepted and approved our radio recommendation for the ———— market. You will recall that the client had raised some serious question regarding the use of other media. In particular, the local distributor questioned our radio recommendation. This is all past and we are proceeding to schedule radio for an early . . . start." Vincent T. DeLuca, chief timebuyer, Erwin Wasey, Ruthrauff & Ryan, Inc.

**Clark Oil** • ". . . The presentation was just terrific. It is work like this that is eventually going to change newspaper advertisers to radio." N. G. Takton, advertising manager.

**Chrysler** • "All of us here at Chrysler and Imperial Division want to express our thanks to you for the very excellent presentation you made yesterday regarding radio advertising. It is always refreshing to have someone give us the broad picture rather than statistics concerning a particular station or market. . . . I was especially pleased with the approach you used . . . because it gave us a different slant on this very important medium. You may be sure that in future meetings with our agency we will give radio 'equal time'." J.C. Cowhey, director of advertising and sales promotion.

**D'Arcy** • ". . . I believe the RAB presentation you made in my office today can be most helpful in our efforts to 'sell' ———— on the use of radio as a medium. There certainly is a whale of an opportunity in the use of radio—not only from the co-op dealer standpoint, but from the factory-paid standpoint—to sell ———— to the ever-increasing suburban market. Richard A. Yacenda, account executive.

**Newberry** • "Please accept my sincere thanks for the comprehensive proposal you worked up for us on radio. . . . This proposal will be of great help to us, I am sure, in deciding media to be used . . . in the Spring of 1960." John L. Motz, advertising manager.

**American Bakeries** • "As you know, we held meetings with about 200 of our field people this summer to sell them the concept of our new radio spots. At the same time, since we had been heavy tv and outdoor users, we had to sell them the value of radio in general . . . I must say that the material you furnished me from RAB proved most valuable in impressing them with the growth of radio over the past 10 years. In fact, I have gotten much conversation since our meetings on the wisdom of our switch into radio. You and RAB are doing a fine job, and keep up the good work." Robert Llewellyn, advertising manager.

WPOP
NOW
#1
In HARTFORD
Connecticut
Share of Audience
Pulse—May, 1959
MORE LISTENERS PER DOLLAR!
BEST BUY BY FAR
WPOP
Phillip Zoppi
General Manager
Adam Young, Inc.
Nat'l Rep.
A TELE-BROADCASTERS STATION

# FARM DIRECTORS' PROBLEMS

## Sales and print media competition main points of concern, editorializing urged

The nation's farm broadcasters have made some inroads in selling Madison and Michigan Avenue advertising row but have left something to be desired in terms of meeting individual client product needs in their respective areas. And they still must keep trying to sell station management and sales managers.

These are among the conclusions to be drawn from the National Assn. of Tv & Radio Farm Directors' 16th annual convention in Chicago Nov. 27-29. The meetings, held concurrently with the International Livestock Exposition, drew over 300 T-RFDs and associate (non-voting) members.

NATRFD elected Wally Erickson, KFRE-AM-TV Fresno, Calif., as president (succeeding Maynard Speece, WCCO Minneapolis; also see FATES & FORTUNES) and selected Fresno as the site for its 1960 spring meeting next June.

Farm broadcasters were told that

• They still must sell, sell, sell—the NATRFD sales presentation to agencies in New York is a "step in the right direction" but must be continually improved and updated.

• Sponsorship of farm programs can be profitable and that perhaps they can service accounts better than "salesmen" in other media.

• Agencies are "starting to dig behind" audience claims of Top 40 or formula stations; but, on the other hand, T-RFDs can take a leaf from them and "localize" their fare more.

• Curtailment of network weekday radio programming offers a "splendid chance" for T-RFDs to better serve community interests.

• With recurrent "payola" charges, station management may well seek to put its foot "on something solid" like farm programming.

• Impact of farm shows can be vitiated if information is lost within musical segments of time periods.

• Some thought might be given to editorializing on farm issues.

• Management is reappraising program fare as the "pendulum" swings away from formula radio and tv competition.

• Sales promotion will have to improve in 1960 because of stepped-up competition from print farm media.

The importance of meeting specific product needs arose during a concluding stations relations panel (Nov. 29). It comprised Robert Kunkel, account executive on Charles Pfizer Co. account, Leo Burnett Co.; Ben Ludy, president and general manager, KWFT Wichita Falls, Tex.; John Watkins, WKTX Waco, Tex.; E. R. Morrison, sales manager, KFAB Omaha, Neb., and Dewey Compton, KTRH Houston, moderator.

Mr. Kunkel stressed specific product advertising and meeting market data needs of agencies toward that end. He suggested a formula for determining a client's advertising course: Take the sales potential of a market, divide by farm units, multiply by number of buyers and divide by cost-per-minute. Pfizer, he noted, uses 40 radio and 40 tv stations for different product needs. Radio has become more specialized "like trade journals," appealing to the "classes" while tv still depends on the "masses" and is still based "largely on ratings."

**Management Relations** • Mr. Ludy felt management can become more knowledgeable about farm programming and stressed T-RFDs must be "self-starters" who are both salesmen and workers. Public and station relations are important, he conceded, but the farm broadcaster "must know what he's doing."

Mr. Morrison pointed out station sales departments are anxious to sell good farm programing and suggested T-RFDs and sales chiefs work more closely together.

Panelists on a sales promotion panel reported examples of how the NATRFD sales presentation ("The Big Reach") had helped bring in new business and predicted even greater results. Bob Palmer, Cunningham & Walsh, who helped engineer the Madison Ave. pitch last spring, urged farm broadcasters to supply more specific farm market and station data, noting that advertisers sell specific products.

George Menard, WBBM Chicago, reported "favorable response and interest" by station management to his farm talk during the NAB Chicago regional conference and suggested the presentation is "worth-while pioneering" because of its adaptability and flexibility.

**The Competition** • Joseph Paulsen, *The Farmer-Stockman*, warned the NATRFD "reach" will have to be bigger in 1960 in view of "new and bigger competitors." Local farm media are being emphasized more by national farm magazines and papers, he pointed out.

Agency representatives also highlighted the Saturday (Nov. 28) sessions

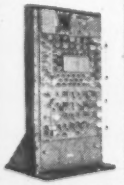
Television brings to TV broadcasters a vastly improved system

Telechrome brings to TV broadcasters a vastly improved system for producing a wide variety of dramatic wipes, inserts, keying and other special effects. The superb engineering of the Telechrome Special Effects System provides outstanding reliability and technical performance when used for either color or monochrome TV. Simplicity of pattern selection and wipe speed is provided by manual switches on the remote control unit.

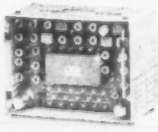
- Unusual compactness and portability make possible the creation of special effects even in field locations.
- Simplest to operate. All 72 wipes available at all times.
- Stabilized black balance between pictures. Millimicrosecond transition time eliminates edge effects.
- Additional camera input allows keying from camera signal.
- Its versatility permits use in live, video-tape or film programming.

## TELECHROME
### SPECIAL EFFECTS GENERATOR
FOR WIPES & MATTING, MODEL 490A

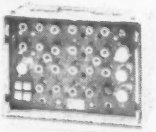
Insert Keying with Super Stability



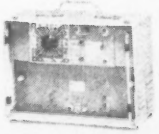
Rack Mounted



490W1 Waveform generator. Generates keying signals for the 72 different wipes.



490S1 Switching Amplifier. Combines two picture signals in accordance with applied keying waveform.



490R1 Remote Control Unit. Selects and controls desired effect. Designed for console or desk mounting. Easily modified for integration into existing studio facilities. Complete with power supply — 512CR.

Designed for 19" rack mounting, or portable cases.
Full specifications and details available on request.

AVAILABLE FOR IMMEDIATE DELIVERY.

COLOR TV • INDUSTRIAL INSTRUMENTATION • TELEMETRY

TELECHROME MFG. CORP.
28 RANICK DRIVE, AMITYVILLE, N. Y., LIncoln 1-3600
CABLE ADDRESS COLORTV • TWX AMITYVILLE NY2314

AT THE FRONTIERS OF ELECTRONICS

WESTERN ENGINEERING DIVISION • 13635 Victory Blvd., Van Nuys, Calif., STate 2-7479
MIDWESTERN ENGINEERING DIVISION • 106 W. St. Charles Rd., Lombard, Ill., MAyfair 7-6026
SOUTHWESTERN ENGINEERING DIVISION • 4207 Gaston Ave., Dallas, Tex., TAylor 3-3291

Demonstrated at N.A.B. SHOW & I.R.E. SHOW

WMBD
RADIO
PEORIA

85%
85%
85%

WMBD RADIO
Reaches
85% METRO
PEORIA
HOMES
Every Week!

MORE Than Any
Other Station!

(Source: Pulse July, 1959 CPA Ratings)
REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

RADIO
PEORIA
WMBD

on the "T-RFD in Changing Media." Dix Harper, farm radio director at Aubrey, Finlay, Marley & Hodgson, outlined factors in recommendations to clients [See Monday Memo, page 23 for Mr. Harper's views].

Bob Walton, farm director of John Blair & Co., station representative, noted radio seems "to change every week" and remarked facetiously that farm broadcasting might well be one of the bulwarks of station operation today with current controversy over "payola." He felt T-RFDs might take a hint from Top 40 stations and localize more to community interests and from farm papers who consider "agriculture as national but farming as local." He also wondered whether farm broadcasters had given any thought to editorializing.

**Gold on the Farm** • Evidence that farm programming can be profitable was given by Robert S. Webster, WJTN Jamestown, N.Y., during a panel "Small Station Opportunities in a Changing Media." He reported WJTN realizes $25,000 annually from sponsorship of a 90-minute, six-day-a-week farm show, accounting for 10% of its gross revenue and has an SRO sign for prospective advertisers.

During "how-we-do-it" radio and tv panels, George Roesner, KPRC-AM-TV Houston, explained the advantage of using video tape recording facilities on his weekly, sponsored half-hour program. Earl Sargent, KWFT Wichita Falls, Tex., explained that since the sponsor "buys our influence," his station sells only programs, segments or adjacencies but not spots.

J.E. Hyde, general manager of KDHL Faribault, Minn., described farm radio as "farm news radio, competing against daily and weekly newspapers for local advertising dollars, while large stations compete for national monies." He also noted advertising agencies are taking a sharper look at ratings claims of Top 40 outlets.

## No Russian canon

Camera coverage of court trials is permitted in the Soviet Union, according to an editorial broadcast by WTVT (TV) Tampa, Fla., after staff members had returned from a Russian trip. "There is no Canon 35 (American Bar Assn. ban on microphones and cameras) in Russia," the editorial stated. "The judge with whom we talked pointed to his small court, which would seat only about 30 spectators, and asked how else but through photographs would the majority of the people ever become familiar with the actions of their courts."

**Programming Circle** • As outgoing president and Sunday luncheon speaker Mr. Speece traced the swing of the industry "pendulum" over the years—from the early days of lack of public service recognition by management to the Blue Book theme of the mid-40's, and from tv competition and the emergence of formula radio back to a reappraisal of programming.

Bill Sullstrom, executive assistant director, Office of Civil and Defense Mobilization, addressed the Saturday (Nov. 28) luncheon, urging farm broadcasters to help communicate vital civil defense data to listeners. He reported the agency is devising a special program covering rural civil defense for release early next year.

## Radio-tv farm ad policies surveyed

Tv-radio farm directors and others in agricultural broadcasting strike a pretty even balance between fully-sponsored shows and those with participating announcement, according to a survey by their association's tv group.

The post-card study was conducted by Harold J. Schmitz, KFEQ St. Joseph, Mo. and head of the National Assn. of Tv & Radio Farm Directors' television committee. His group mailed out 98 cards, about evenly divided between association members and associate members, seeking information on length, frequency and content of farm programs, as well as use of film and pictures. The committee got a 70% return from T-RFDs and 44% from others doing farm shows—an overall return of 60.2%.

Fully-sponsored programs were carried by 15 T-RFDs and six non-director members, while spots appear in the shows of 15 other active farm broadcasters, compared with participation in those of non-tv and radio directors.

Other findings among both groups combined:

(1) 36% each had 5- or 15-minute programs, and 13% half-hour shows; (2) 74% have daily and 26% weekly shows; (3) 32.5% have market, 31.2% weather and 27.5% general farm shows; (4) 36% can use three-minute, 29% five-minute and 27% one-minute films.

In another survey, conducted by Dewey Compton, KTRH Houston, T-in farm broadcasting, with 40% expressing disenchantment with station maagement. Among their complaints: too much management preoccupation with ratings and revenue factors; displacement of some farm shows in early morning hours in favor of spot participations on other programs; lack of recognition for farm broadcasting's role in station operations.

# 36,758 people in WWDC homes spent $300 and over for vacations during the past year . . . 52.7% above the total sample Washington, D.C. average.*

*PULSE Audience Image Study—July, 1959

**WWDC** Radio

*. . . the station that keeps people in mind*

**WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.**

*And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR*

# Changing hands

**ANNOUNCED** • *The following sales of station interests were announced last week, subject to FCC approval:*

• WEOK Poughkeepsie, N.Y.: sold by Mid-Hudson Broadcasters to Hudson Valley Broadcasting Corp. at price in excess of $300,000. Paul Smallen, head of Paul Smallen Adv., N.Y., and Lazar Emanuel, New York attorney, are principals in Hudson Valley. Arthur J. Barry Jr., is president of selling firm. George Romano, in association with Howard E. Stark, served as broker. WEOK is on 1390 kc with 1 kw day. It has applied for 5 kw.

• WEEK Peoria, Ill.: Sold by West Central Broadcasting Co. (Kerr-McGee Stations) to group headed by Herbert Laufman, vice president of R. Jack Scott Adv., Chicago for $150,000.

**APPROVED** • *The following transfers of station interests were approved by the FCC in the last two weeks (for other Commission activities see* FOR THE RECORD, *page 102).*

• WRGP-TV Chattanooga, Tenn.: 70% sold by Ramon G. and Helen H. Patterson to WSTV Inc. (Friendly Group), Steubenville, Ohio, for $1,675,000 (subject to adjustments). Other 30% is already owned by Friendly Group principals, Friendly Stations: WSTV - AM - FM - TV Steubenville; KODE-AM-TV Joplin, Mo.; KMLB-AM-FM Monroe, La.; WBOY-AM-TV Clarksburg and WPAR-WAAM (FM) Parkersburg, both West Virginia.

• WBNY Buffalo, N.Y.: sold to the Straus family and Harry Trenner for $535,000 plus $75,000 for 5 years. Nathan and Peter Straus, 62.5% and 37.5% respectively, own WMCA New York. Mr. Trenner owns WFEC Miami, Fla.

• KKIS Pittsburg, Calif.: Sold by Contra Costa Broadcasting Corp. to Kay Kis Corp. for $350,000. Kay Kis is 80% owned by *Kankakee* (Ill.) *Daily Journal* (WKAN Kankakee and WRRR Rockford, Ill.).

• KGST Fresno, Calif.: bought by Juan Mercado from Jeanne Bacher for $200,000. Mr. Mercado formerly owned KGST.

• WPET Greensboro, N.C.: Sold by Guilford Adv. Inc. to WPET Inc. for $170,562. WPET Inc.'s president, James S. Beattie, owns 45% of WBUT Butler, Pa., and 33⅓% of WELE Daytona Beach, Fla.

• KOFY San Mateo, Calif.: sold by Intercontinental Broadcasting Corp. to Tele-Broadcasters Inc. (a Delaware corporation) for $25,000. Principal in purchasing group is H.S. Killgore (57%). Tele-Broadcasters Inc. owns KUDL Kansas City, Mo., KALI Pasadena, Calif., and WPOP Hartford, Conn.


**SOUTHWEST** — **$750,000**

Fulltime low frequency regional in a major market. This is a prestige station that is showing real earnings. Will pay out for absentee ownership. $250,000 cash required.

**MIDWEST** — **$750,000**

Top rated, powerful, low frequency, high volume station now available in top 100 market. $225,000 down and easy payout balance over six years. Good management available.

**MOUNTAIN STATE** — **$250,000**

$50,000 cash down and $25,000 operating capital will get you into this major market. Station should easily payout in six years.

**CALIFORNIA** — **$210,000**

Fulltime outlet in one of the top markets. Can go 5 KW. $65,000 down, balance over 5 years.

NEGOTIATIONS • FINANCING • APPRAISALS

**Blackburn & Company**

Incorporated

**RADIO - TV - NEWSPAPER BROKERS**

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 3-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770


## Outlet Co. announces 5-for-1 stock split

The Outlet Co., which owns WJAR-AM-TV Providence, R.I., has announced a five-for-one stock split coincidental with restoration of the firm's stock for trading on the New York Exchange. A special meeting of Outlet stockholders is planned to increase authorized common stock from 99,420 shares to 497,100 shares without par value.

Current stockholders will receive four shares for each share now held. In addition to the broadcast properties, Outlet owns a large Providence department store. The company's common stock was suspended from trading last March because the number of holders and the number of shares available for trading were too small.

"It is hoped that this increase in the number of shares will serve to broaden the market for the stock and increase the number of shareholders," Outlet President Alfred E. Darby said.

Sale of the Outlet Co., including WJAR-AM-TV, to William Zeckendorf for $12.5 million was blocked in the courts this fall by Joseph Sinclair, chief beneficiary of trusts which total 33% of outstanding stock (BROADCASTING, Oct. 26). Mr. Sinclair also is general manager of WJAR-AM-TV.

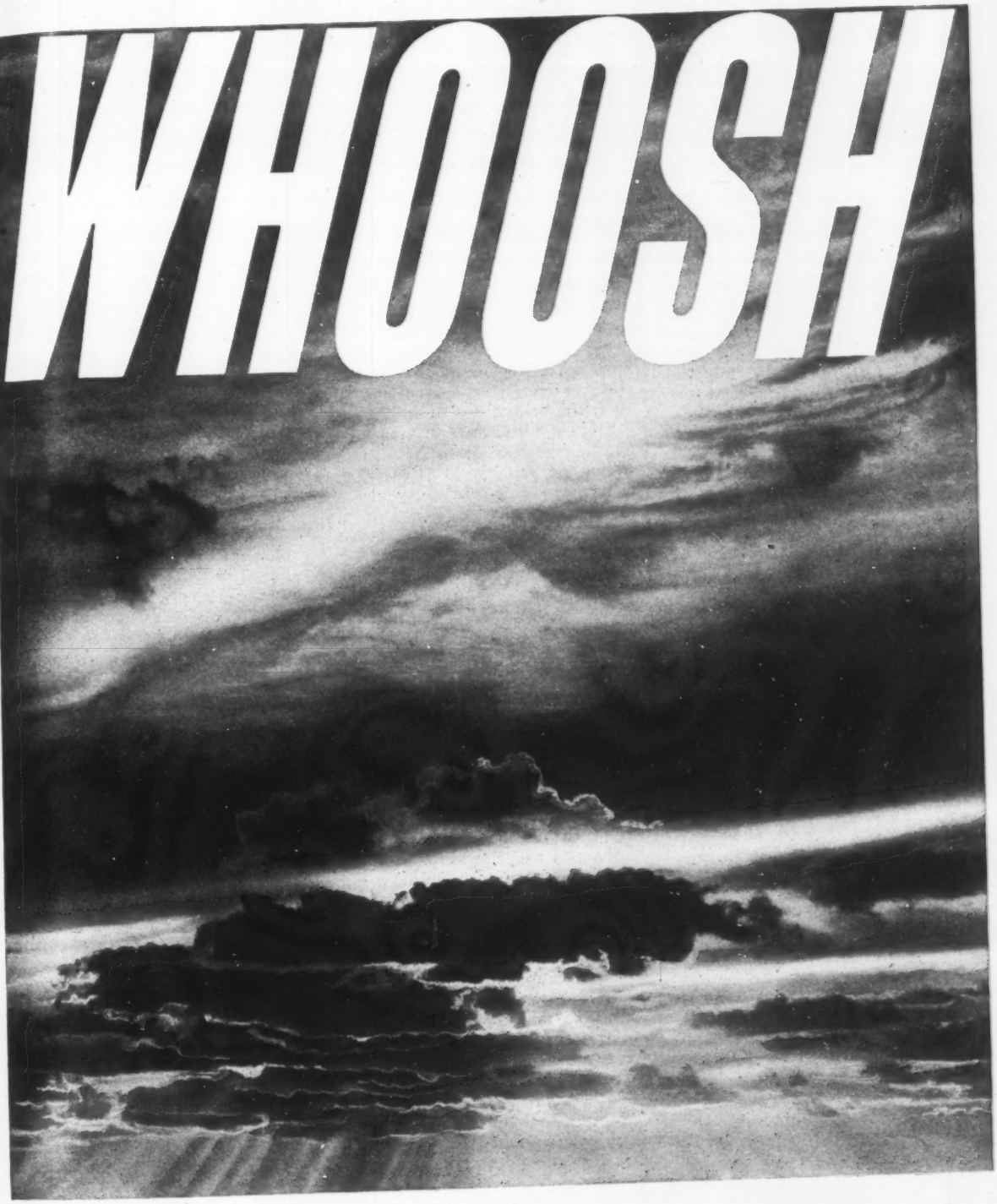
## Whitney transfer

The FCC has granted applications for transfer of control of five tv stations and two am stations from J.H. Whitney & Co., N.Y., first to John Hay (Jock) Whitney then to newly-formed Whitney Communications Corp. (BROADCASTING, Oct. 26) then to Cortelco Inc. Mr. Whitney owns 100% of Whitney Communications, which in turn owns 100% of Cortelco. He increases his interest in the following stations from 48% to 84-86%: KOTV (TV) Tulsa, Okla.; WANE-AM-TV Fort Wayne, Ind.; WISH-AM-TV Indianapolis, Ind.; KHOU-TV Houston, Tex., and KXTV (TV) Sacramento, Calif.

## Moving day at WKRC

WKRC-AM-FM-TV Cincinnati have moved into their new quarters at 1906 Highland Ave. Broadcasting schedules of the stations were not interrupted by

# WHOOSH



Finest way to speed to Europe and beyond . . . that's KLM! Fast flights whisk you non-stop from New York and Montreal, one-stop from Houston. Friendly flight attendants treat you to world-famous Royal Dutch service — the most thoughtful, attentive service you'll find anywhere! Contact your travel agent or KLM Royal Dutch Airlines, 609 Fifth Avenue or 120 Broadway, N. Y., N. Y.

THE WORLD OVER
KLM
ROYAL DUTCH AIRLINES
THE WORLD'S FIRST AIRLINE

**WHOOSH** . . . you're in Europe before you know it! **WOW** . . . you're treated royally on Royal Dutch Airlines! **GO** KLM to Europe . . . and beyond!

"SUNNY" is the #1 ADULT WESTERN STATION*

The Western Coast of Florida, that is! If you're shootin' for adults in this territory, better hire the top gun . . . WSUN! "Sunny" is No. 1 in adult listenership, per 100 homes, throughout the entire 24 hour broadcast day! And Pardner, WSUN delivers more homes, at the lowest cost per home of any station in the heart of Florida!**

*Pulse, 6-'59
**NCS2

24 HOUR SERVICE TO THE SUNCOAST

FLORIDA SUNCOAST

620KC

WSUN

TAMPA-ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

the move. At sign-off time Nov. 20 engineers and moving men started shifting the stations' gear. They had it reassembled in time for sign-on the following day. WKRC's newsroom remains at the Post Times-Star Bldg.

## PENN STATE MEET
## Failure to accept responsibility cited

Broadcasters owe much of their present regulatory and public-image trouble to their own failure to accept responsibility, several speakers observed at broadcast communications forum held Nov. 29-Dec. 1 by Pennsylvania State U. at University Park, Pa.

Most of broadcasting's problems are due to "the necessity of its operating within the framework of the uneasy dichotomy of public obligation and economic compulsion," said the keynote speaker, Robert D. Swezey, WDSU-AM-TV New Orleans.

Most broadcasters are leaving the responsibility for industry defense "to a very few," he said. He added broadcasting "has suffered greatly from the fact that many of the owners of broadcasting stations have actually never participated actively in the business, nor showed any real interest or concern in industry affairs. They have left these up to the hired hands, who in many instances have been eager and active people, but who nevertheless have lacked stature and maturity, and the weight to do the job effectively in Washington and elsewhere."

Mr. Swezey voiced concern over the lack of intellectual leadership in broadcasting.

**Influential Leaders Needed** • Noting that broadcasters "are very generally regarded as peddlers and lessors of facilities rather than as influential leaders of thought," he said lack of prestige is making it difficult to attract the best young men into "a business which offers no depth of mental activity, and the standing of whose managers is second-rate."

Editorializing offers broadcasters one obvious way to prestige, he said, calling the equal-time practice "more of a stimulus than a burden." He contended mass media "are failing in the full performance of their function, to transmit and interpret the news."

A practical step was proposed by Mr. Swezey—objective analyses of broadcasting's performance as the backbone of communication. He said, "No nation can afford to have its communications facilities controlled by people who do not have the time to think nor the wisdom to see the absolute necessity for thoughtful planning."

**Time For Some Changes** • Marlowe Froke, assistant professor of the Penn State School of Journalism, suggested management changes to give a clear division of responsibility in programming. He said programming should be divided into entertainment and information units, sharing authority and responsibility in relationships with management and other administrative departments. He amplified the proposal he made at the Radio Television News Directors Assn. meeting Oct. 14-17 (BROADCASTING, Oct. 19).

Charles A. Siepmann, chairman of the New York U. department of communications in education, took broadcasters to task for their failure to assume public-interest responsibilities. While conceding broadcasting "may be stunting" though not destroying intelligence, courage and integrity, he listed eight reasons the industry has "defaulted so much on society's positive requirements of it":

1—It seeks to turn everything it touches into gold.

2—It has long suffered from a failure of nerve and is ridden with anxiety lest it give offense, skirting controversial issues.

3—Broadcasters boast of the virtues of private enterprise but they are not enterprising.

4—It has failed to recognize that power without a high sense of responsibility "smells of corruption" and that the price of power is exercise of courageous leadership.

5—The FCC stands guilty, as guardian of the public interest, of a quarter-century of flagrant fault.

6—In most newspapers "the so-called critic is a publicist disgorging network handouts and gossip from talent agencies."

7—Most sponsors are "too myopic to recognize their own crucial stake in the only investment worth anything to anyone—the spiritual and intellectual welfare of our people."

8—Teachers have done little to guide or influence the listening and viewing of children.

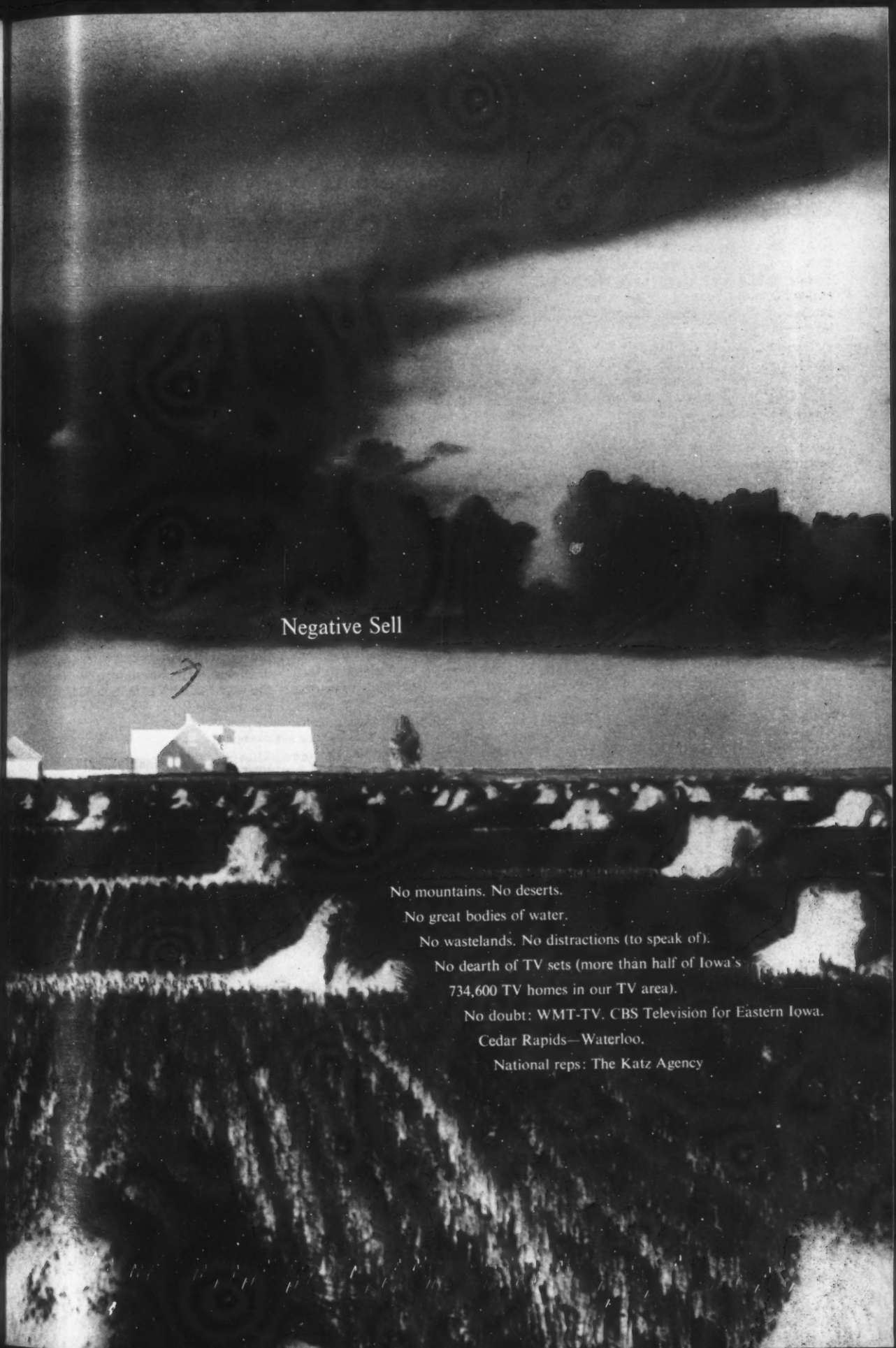
## • Rep. appointments

• WITH Baltimore, WXEX-TV-WLEE Richmond, Va.: Adam Young Inc., N.Y. Select Station Representatives, N.Y., represents the stations in Philadelphia, Baltimore and Washington, D.C. Clarke Brown Co., Dallas, represents the stations in the South.

• WNTA-AM-FM Newark, N.J.: Forjoe & Co., N.Y.

• KAJI Little Rock, Ark.: George P. Hollingbery Co., Chicago.

• WDOT Burlington, Vt. names Harry Wheeler & Co. New England representative.


Negative Sell
No mountains. No deserts.
No great bodies of water.
No wastelands. No distractions (to speak of).
No dearth of TV sets (more than half of Iowa's
734,600 TV homes in our TV area).
No doubt: WMT-TV. CBS Television for Eastern Iowa.
Cedar Rapids—Waterloo.
National reps: The Katz Agency

# BIG BOOST FOR COLOR TV

## New GE developed camera tube permits colorcasting in black-and-white lighting

A new, supersensitive television camera tube expected to permit colorcasting in no more light than black-and-white now requires, was demonstrated by Crosley Broadcasting Corp. last week.

The tube, said to require only five to ten percent of the light needed for standard image orthicons, either black-and-white or color, was developed by General Electric Co. GE also announced it and revealed technical details the day after Crosley demonstrated it for newsmen, agency and advertiser representatives and NBC network officials in New York on Tuesday.

Observers appeared much impressed by the low light levels in which the tube performed, although they voiced some reservations about the quality of color reproduction in the showing. But both Crosley and GE officials said color flaws could be traced to the fact that the demonstration was on video tape not played on the same machine that recorded it, and that rendition in live reception, or on tape played back on the original recording machine, was excellent.

**Forward Step for Color** • The tube was seen by both Crosley and GE authorities as a major break-through for color, both by opening up areas heretofore unsuitable for colorcasting at all—including night baseball and football, basketball and other arena sports, and political conventions—and through big economies in power costs. Moreover, they said existing black-and-white studios can easily be converted for color; local commercials can be taped in color in the sponsor's place of business, and other location colorcasting will be possible for the first time.

Crosley President Robert E. Dunville and other officials said they had approached several manufacturers in an effort to get a low-light color tube, and that GE had agreed to try to adapt one it had developed for the military. Howard Lepple, chief engineer for Crosley, worked with the GE engineers.

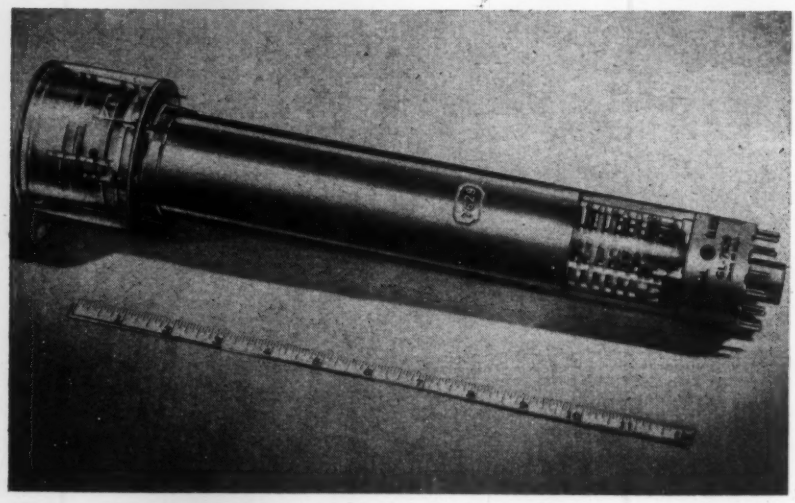
Crosley's interest was in extending the range of its colorcasting operations. Its WLWT (TV) Cincinnati, where experiments with the GE tube were conducted, has been originating local color programs since August 1957 and currently averages about 19 hours a week aside from local specials and 20 to 23 hours from NBC. Using the new tube, WLWT fed two pro basketball games to NBC on Nov. 21-22, is slated to feed three others, and for next year, has scheduled colorcasts of 10 night games of the Cincinnati Redlegs baseball team, plus day games.

**Twenty Foot Candles** • In the demonstration it was noted that conventional tubes need about 400 foot candles of light for colorcasting, while about 125 are adequate for black-and-white. The new tube was shown operating—with good picture results both in color and on the black-and-white screen—in lighting as low as 20 to 40 foot candles.

GE said the new tube, is now available and in fact already has been sold to a few stations in addition to WLWT. Officials placed its cost at about $2,500, or approximately double that of a conventional color tube, but said its life expectancy also was about twice that of existing tubes.

J.F. McAllister, general manager of the GE power tube department, said the tube was a major advance that gives color tv most of the programming flexibility of black-and-white television. In addition to substantial savings in power costs by color-equipped stations and ease of conversion from black-and-white to color, he noted, performers no longer need be subjected to the "bake-out" temperatures of sets illuminated by 400 foot-candles or more.

The extreme sensitivity of the tube was attributed primarily to a high-gain, thin-film target of magnesium oxide about two-millionths of an inch thick. This is approximately 1/100 of the thickness of targets used in conventional tubes. The new targets use electron instead of ion conduction and thus problems of "burn-in" and "stickiness" are virtually eliminated and tube life is appreciably extended, GE authorities reported.



TV'S NEW COLOR EYE
Untouched program vistas opened to colorcasting

## Motorola announces $125 fm auto radio

A Chicago elctronics firm finally got around to admitting the obvious last week: as a leader in automobile radio production, Motorola has the first American mass-market fm unit designed for automobiles among major companies.

In a city of some 5,000 mobile fm units, Motorola is announcing today it has the country's "first mass-produced, transistor-powered" car fm radio. The suggested retail price was set at $125. Confirming months of speculation, Motorola thus joins Blaupunkt (Blue-Spot), Becker, Grundig and other foreign imports in the production of fm models along with Bendix (which makes models for Lincoln and Continental).

Motorola engineers claim they have whipped "technical difficulties" which "previously prevented mass production" of the receiver for the automobile market and that they have a set capable of reproducing fm's full range of audio. The unit comprises three transistors and seven tubes with 15 watt power and requires no special antenna. It was part of a 1960 general car radio line being announced by Motorola today (Dec. 7).

ANOTHER WAY RCA SERVES BROADCASTERS THROUGH ELECTRONICS

# new RCA automatic turntable

## BQ-103

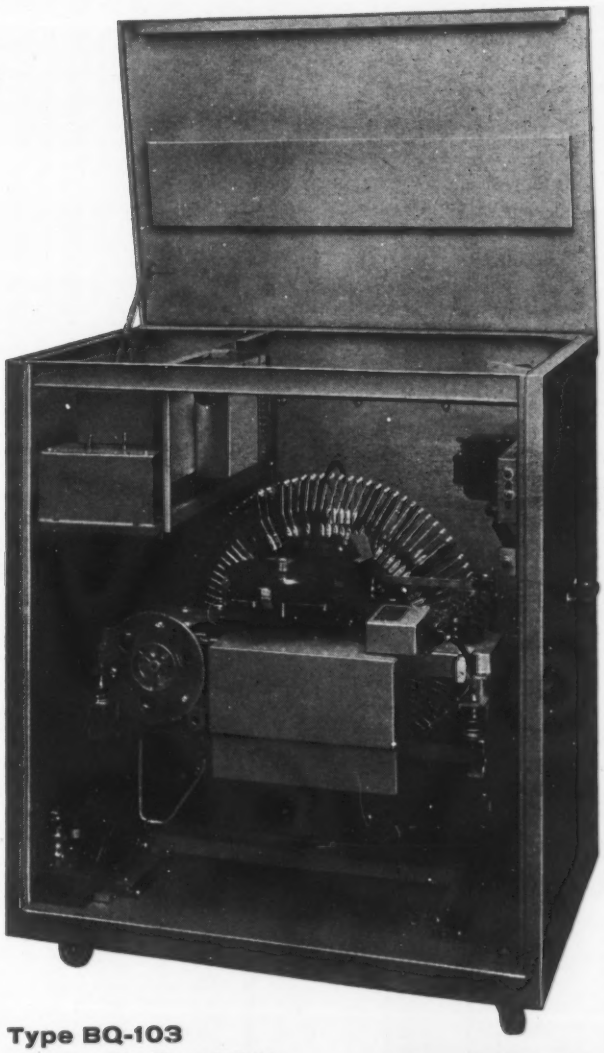
*Assures Efficient, Simplified Handling of Recorded Program Material*

This new automatic turntable offers easy-to-operate semi-automated programming for 45 RPM records. Record selection, cue, and playback have been automated. "Fluffs" are minimized and program flow is smoother for the listening audience.

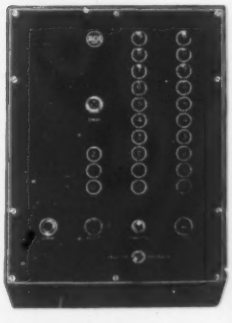
Records may be played in either random or sequential order. Sequential play can be fully automatic. For random play, a manual control unit permits programming of any of 200 selections.

When used in combination with a Transistorized Turntable Preamplifier (Type BA-26A), the Type BQ-103 Turntable produces an output signal capable of being fed into a console at mixer level. The preamplifier easily mounts in the BQ-103 cabinet.

*The BQ-103 Turntable offers semi-automated operation now, and becomes an integral part of the automation system later. The BQ-103 is a basic building block in preparing for automation. For complete information, call your RCA Broadcast Representative or write to RCA, Dept. B-22, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal.*



**Type BQ-103 Automatic Turntable**



**Manual Control Unit**

Full automatic or manual operation is possible with this single control unit, which provides push-button control of every turntable operation.

RCA Tmk(s) ®

**RADIO CORPORATION of AMERICA**

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

## Radio-tv space balloon plan revealed

Some details of the passive communications satellite, planned for the last year by the National Aeronautics & Space Administration were released to the public last week. The project envisages global radio and tv communications by bouncing radio waves from an aluminized balloon.

The satellite, the first of a series of "Project Echo" experiments, is scheduled to be launched early next spring. The 100-ft. diameter, inflatable sphere, will be put into orbit at a 1,000-mile altitude in a northeasterly direction from the Atlantic Missile Range with an inclination of about 50 degrees to the Equator.

Once in orbit the satellite will pass over all countries located between 50 degrees north latitude and 50 degrees south latitude. It will circle the earth every 120 minutes. Maximum time of mutual visibility between the east and west coasts of the United States will be about 16 minutes.

The sphere will have a 98% radio wave reflectivity up to the 4,000 mc band. It will weigh about 150 lbs. The payload will be carried into orbit by a Delta rocket.

The two major facilities involved in the communications experiment will be the Jet Propulsion Lab. at Goldstone, Calif., and the Bell Telephone Lab. at Holmdel, N.J. Goldstone will transmit on 2,390 mc for reception at Holmdel, and Holmdel will use 960 mc for reception at Goldstone.

Plans to launch a stabilized space platform, mounting a telescope for viewing galaxies at distances several times that which can now be reached by 200-in. earth telescopes were also announced by NASA last week. The telescopes, which will be controlled from earth, will flash pictures back to earthbound astronomers via tv relay system.


EVERYONE WATCHES

WREX-TV

IN

ROCKFORD

ILL.

METROPOLITAN ROCKFORD ARB — FEBRUARY 9 - MARCH 8, 1959 DEMONSTRATES AGAIN WREX-TV'S COMMANDING AUDIENCE LEADERSHIP

23 OF TOP 25 PROGRAMS

ALL ON

WREX-TV

STATION SHARE OF SETS IN USE

| | WREX-TV | STATION B |
|---|---|---|
| SIGN ON TO NOON | 62.2 | 40.3 |
| NOON TO 6:00 P.M. | 62.0 | 37.0 |
| 6:00 P.M. TO MIDNIGHT | 54.7 | 44.5 |
| SIGN ON TO SIGN OFF | 60.0 | 39.6 |

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WREX-TV

CHANNEL 13 ROCKFORD


## Tv-radio set output still ahead of 1958

Production and sale of tv and radio receivers for the 10-month January-October period continued ahead of last year's same period, although both slumped in October compared with September output, Electronic Industries Assn. reported last week.

Cumulative tv output at the factory level reached 5,195,440 compared with 4,067,606 for same period last year. Tv sales at the retail level totaled 4,448,901 for January-October segment compared with 3,991,530 for the same period last year. Cumulative uhf output for first 10 months of year reached 340,980 compared with 353,980 produced at the end of October last year. October tv production was 706,583; September's 808,337. Retail sales in October measured 637,147; September's 684,773.

Cumulative 10-month radio production totaled 12,722,970, including 4,682,962 automobile sets. This compares with 8,904,772 radios manufactured for the same period last year, which included 2,679,618 auto radios. Radio sales at retail for January-October period reached 6,125,790 excluding auto sets, compared with 5,241,629 for same period in 1958. Cumulative fm output for 10 months for 430,763, compared with 1958's output of 235,647. There were 1,795,718 radio sets produced in October, including 531,116 automobile receivers. This compares with September's 1,981,208 which included 717,501 auto sets.

## Harris-Intertype buys electronic company

Harris-Intertype Corp., Cleveland-based maker of broadcast, printing and publishing products, diversified a bit further last week, with an agreement to acquire Polytechnic Research & Development Co., leading producer of microwave test equipment.

George S. Dively, H-I president and board chairman, said purchase of the company from Polytechnic Institute of Brooklyn, N.Y., was largely for cash, though no price was disclosed. PRD will continue to operate as a "decentralized subsidiary," producing test equipment for advanced work in commercial and defense communication, including space and missile programs.

Harris-Intertype bought Gates Radio Co. two years ago as part of its diversification program. With PRD sales of over $5 million annually, electronics is expected to account for about 20% of H-I's total sales, according to Mr. Dively. Gates manufactures am and fm radio transmitters among other products.

Meanwhile, Mr. Dively told the New York Society of Security Analysts Tuesday that H-I earnings will hit $1.3 million (about $1.10 a share) for the third quarter ending Dec. 31, with estimated product shipments of about $17 million. He predicted the company would earn $2.4 million during the first six months of 1960. The company had net earnings of $4.5 million (up 50%) and shipments of $63.8 million (up 10%) for the fiscal year ended this past June 30.

## • Technical topics

**Radio spot device** • C.H. Alvord Co., West Hartford, Conn., is marketing a compact, packaged instrument designed to "speed and simplify" radio stations' use of spot commercials. Called "Quick-Q," the 16 and one-half pound instrument offers such advantages and features as elimination of "dead air, awkward pauses and operational errors." It also enables placing of individual commercials and other station breaks on individual cartridges or placing multiple spots on one cartridge and airing them in proper rotation. Further information may be had by writing to The Alvord Co.

**Magnecord stereo** • Midwestern Instruments' Magnecord Div., Tulsa, Okla., has introduced a stereophonic version of its P75 Editor tape recorder. The company says the P75 Stereo meets professional requirements for speed and simplicity in editing, programming and cuing while also meeting professional-industrial performance specifications. The stereo P75 has stacked stereophonic heads plus twin record-playback amplifiers. It's powered by a direct-drive, dual-speed hysteresis synchronous motor and individual reel-drive motors.

**EICO speakers** • Electronic Instrument Co., Long Island City, N. Y., has three new high fidelity speaker systems available. They are HFS-3, HFS-4 and HFS-5. The first two are designed to reproduce exceptionally

pure and full tones of the very deep bass frequencies with normal efficiency. The HFS-3 has a 3½-inch cone tweeter (with level control). HFS-4 has a compression driver horn tweeter (with level control). Both three way systems are supplied with a 12-inch bellows suspension woofer and an eight-inch closed back mid-range speaker with high internal damping cone. HFS-5 has an eight-bellows suspension woofer and a 3½-inch closed back tweeter. Prices: HFS-3, $72.50. HFS-4, $83.50. HFS-5, $47.50.

**3M handbook** • Minnesota Mining & Manufacturing Co., St. Paul, has issued the second edition of "The Changing Picture in Video Tape for 1959-1960." It's a 60,000-word illustrated "handbook on all aspects of video tape . . . designed to keep users and potential users of video tape abreast of all significant developments." About 6,000 copies have been distributed so far. The handbook contains photographs, detailed footnotes that serve as a practical bibliography of video tape literature, cross-reference of subjects, and blank pages so the book may be updated.

**High gain amplifier** • Blonder-Tongue Labs Inc., Newark, N.J., has introduced Model HAB, a low cost tv-fm amplifier. The unit boosts signals up to 14 times for small master tv systems and weak signal home installations. The three-tube Model HAB features a frame grid input circuit to provide highest possible signal-to-noise ratio. Maximum output is 0.7 v at 75 ohms and 1.4 v at 300 ohms with 22 db gain on low tv and fm channels and 24 db gain on the high tv channels. Price: $62.50.

**Booth buys** • Booth Broadcasting Co., Detroit, has bought $38,000-worth of automatic tape control units from Collins Radio Co., Cedar Rapids, Iowa. The purchase includes 51 automatic tape control playback units, 14 recording units and 6 Collins Announcer remote disc jockey tables. Booth stations to get the gear: WJLB and WMZK (FM) Detroit, WSGW Saginaw, WBBC Flint, and WIBM Jackson, all Michigan; WTOD Toledo, Ohio; WJBA South Bend, and WIOU Kokomo, both Indiana.

**Early debut** • Sales of Hoffman tv receivers are 44% ahead of those last year at this time, Ray B. Cox, vice president of Hoffman Electronics Corp. in charge of consumer products, reported last week. Because of depleted inventories, Hoffman has put two new sets on the market. They had been scheduled for introduction a month later at the mid-year distributor showings.


It's Important to know:

WWTV AREA FOOD SALES ARE 14% HIGHER THAN UTAH'S!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

That's right!—people in Cadillac and Northern Lower Michigan buy more food than the entire population of Utah*!

Yet just one station—WWTV, Cadillac—can keep you firmly in touch with this amazingly important market. WWTV is the *only station* with daily circulation in all of Northern Lower Michigan's 36 counties (NCS No. 3). ARB (May, 1959) for Cadillac-Traverse City also gives *WWTV top position in 202 of 250 competitive quarter hours surveyed, Sunday through Saturday.*

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Annual food sales in Utah are $203.1 million. The WWTV area accounts for $231.9 million in food sales.*

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WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
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# 'SMUT' BROADCAST AFTERMATH

## FCC orders KIMN to show cause

In what was described as a precedent-shattering move, the FCC last week ordered KIMN Denver to show cause why its license should not be revoked. The action came as a result of alleged off-color and smutty language and sound effects broadcast by a KIMN disc jockey (BROADCASTING, Oct. 5).

Cecil L. Heftel, KIMN president, immediately hit the FCC action as unwarranted and the result of "isolated instances of questionable language by a single disc jockey who was promptly removed. . . ."

Commission records do not show a single license revocation or denial of renewal on the grounds of bad programming. However, the old Federal Radio Commission revoked two station licenses in 1932 for objectionable programming. KIMN's present license does not expire until April 1, 1962.

In its show cause order, the Commission pointed out that while KIMN disclaimed personal knowledge of the questionable material, it did not deny the charges brought by Don Burden, owner of KICN Denver. Mr. Burden made two complaints to the FCC last September against the program of d.j. Royce Johnson over KIMN. The KICN head also sent the FCC tape recordings of what were described as Mr. Johnson's aired remarks. He also complained against a second KIMN d.j., Glenn Bell.

The Commission further told KIMN last week that by broadcasting such material as that complained against, it was operating in a manner contrary to the public interest. Such operations, the FCC said, constitute grounds which would uphold the Commission in refusing to grant a license renewal to a licensee in an original application. Also, KIMN has willfully and repeatedly failed to operate substantially as set forth in its license application, the Commission charged.

The FCC said that a hearing would be scheduled at a later date on the KIMN revocation order.

**Prejudiced Charges** • Answering the FCC's license revocation action, Mr. Heftel said that it is understandable, in light of tv quiz and payola revelations, that the Commission would hear complaints against stations. "However," he said, "KIMN does not feel that the prejudiced charges of Mr. Don Burden, president of our bitter competitor, radio station KICN, warrant a revocation hearing.

"Isolated instances of questionable language by a single disc jockey who was promptly removed when the complaint came to our attention do not justify drastic action of this kind. KIMN is advised by its attorneys that no legal basis for revocation exists and we intend to seek reconsideration of this hasty and groundless order."

Immediately after the Burden complaints, the FCC asked KIMN for an explanation. Mr. Heftel admitted at that time that "ad-lib remarks and sound effects, not in keeping with good taste broadcast standards . . ." were aired by Mr. Johnson. He said he immediately fired the disc jockey and expressed regret that the incidents occurred and assured the FCC that "steps have been and will continue to be taken to insure that similar incidents will not again occur at KIMN so long as I am responsible for the station."

## Excessive reports cited by House group

The FCC and other federal agencies which require reports from businesses they regulate should be required to calculate the expenditures in man-hours and money to the businesses filing such reports, the House Census & Government Statistics Subcommittee recommended in a report released Dec. 6.

The subcommittee said the bulk (80%) of the burden on businesses which make government reports comes from administrative and regulatory reporting, while only 20% is caused by statistics-gathering activities. Although the Budget Bureau examines new reports which agencies plan to impose on business firms and can disapprove them by denying funds for them, the agency does not need much money to be able to require staggering reports from businessmen, the House unit said.

The report said that while such agencies specify in great detail the laws which require such reports, it is apparent many reports can be streamlined through repeal or amendment of long-standing law or regulations, and added: "The agencies may be reluctant to embark on such paths, fearing attenuation of their operating authority." It put the ratio of expenses to businessmen at 10 to 100 times that incurred by federal agencies in processing such reports.

The group also recommended that small businesses be given more voice in the report clearance procedure.

As of Jan. 1 the FCC had 51 regular forms for applications and registrations, 24 "other" administrative forms and no statisics-gathering forms, the report said.

In a progress report on paperwork reduction targets originally cited by the Hoover Commission, the House group reported that one involves the FCC's definition of educational programs in program logs. The report said this problem is included in a complete overhaul of definitions and forms used in applications for license renewals and transfers and for other purposes and that a radio and tv committee set up by an advisory council of the Budget Bureau's Office of Statistical Standards has recommended changes after a study with FCC and OSS cooperation. The revisions are in process of final clearance by the FCC, the report said.

## Lee, CD officials say Conelrad not passé

Conelrad will be a fixture for quite a while, Comr. Robert E. Lee and other officials told broadcasters Dec. 3 on a closed-circuit broadcast carried by all radio and tv networks. Local civil defense authorities were invited to hear the program at studios around the country.

Comr. Lee told the group that under Defense Dept. planning Conelrad will be kept in readiness at least 10 years. John J. McLaughlin, administrative assistant to the Secretary of the Air Force took the microphone to comment on the last Conelrad "Operation Alert" April 17, 1959, and to say there probably will be another test next year. Gov. Leo A. Hoegh, director of the office of Civil & Defense Mobilization, looked ahead to forthcoming regional conferences and urged cooperation at state and local levels in the defense plan.

The Civil Defense Surplus Property Donation Program, under which broadcasters can secure equipment from government surplus, was outlined during the closed-circuit briefing.

## FTC bait-switch guide

A guide to preventing bait and switch advertising has been issued by the Federal Trade Commission. The four-point guide, issued last week, is to aid businessmen and the public to identify and avoid "bait" advertising and "switch" selling.

Bait and switch advertising is the practice by some merchants of advertising a product at a sensationally low price and then having salesman steer customers drawn into the store by the lure of the ad to higher-priced merchandise.

The new guide, which will also be used by the FTC staff to evaluate this type of advertising, calls on advertisers to avoid: (1) offering a product for

sale when the offer is not a bona fide one; (2) misrepresenting a product in an advertisement with the intention of later switching customers to other merchandise; (3) discouraging the purchase of the advertised merchandise as part of a bait scheme, and (4) attempting to unsell the product advertised by trying to sell other merchandise in its place.

## FCC feels program issue not settled

The FCC hierarchy feels that Sen. Warren Magnuson (D-Wash.) was mistaken when the Senate Commerce Committee chairman said a fortnight ago that as far back as 1951 his committee "put to rest" the question of FCC authority to require commercial stations to devote a specific percentage of time to educational programming (BROADCASTING, Nov. 23). He maintained that an August 1951 letter from then FCC Chairman Wayne Cox made it clear that the Commission has such authority.

A Commission spokesman says the Coy letter actually left the entire matter up in air—and official Senate records support this interpretation.

The matter was raised in July 1951 when former Sen. McFarland (D-Ariz.) then committee chairman, asked Mr. Coy if the FCC had such authority. Mr. Coy replied that in his opinion this would be a violation of the anti-censorship law.

Sen. McFarland asked for official opinion of the FCC's general counsel and Acting General Counsel Max Goldman supported Mr. Coy's view. Subsequently, FCC General Counsel Ben Cottone expressed the view that the FCC did have such authority under Sec. 303 of the Communications Act. Comr. Coy sent both opinions to the committee, indicating that he was "impressed" with Mr. Cottone's views. Sen. McFarland had stated that if the FCC did not have authority to require educational programming, it should be given such power through legislation. Such legislation was not passed in 1951, nor has it been passed since. Actions of the FCC since constitute "an implicit rejection of the theory," a spokesman said last week.

## Fm background music held excise tax free

Federal excise tax laws do not apply to background music furnished by fm broadcasters to paying subscribers, the U.S. Court of Claims ruled last week in upholding the position of Hampton Roads Industrial Electronics Corp., Newport News, Va., that it is due a refund of $81 paid under protest. The company, owned by the *Newport News Press* and *Times Herald*, furnishes music to customers by broadcasts from WGH-FM, which along with WGH is also owned by the newspaper. The company supplies music to firms in the Newport News-Norfolk area both by direct wire and over WGH-FM, less commercials.

The company did not contest taxes on its direct wire transmissions, but did on that which is broadcast, holding the tax law does not apply to broadcast.

Internal Revenue Service has 90 days to decide if it will appeal. If it does not, companies which have paid federal excise taxes on similar operations in the past three years may file for refunds.

## FCC, lawyers to meet on delays

Communications lawyers, frustrated and furious with the inordinate delays which accompany the processing of radio and tv applications by the FCC, are planning to face up to the problem at a mass round table meeting Dec. 10 at 8 p.m. in the Statler-Hilton Hotel in Washington.

The occasion will be a full-fledged meeting of the Federal Communications Bar Assn.—the first night meeting in the association's history—at which practitioners before the FCC will be ready to battle it out with FCC officials. Scheduled to be present, to bat the ball back at the lawyers if need be, will be FCC commissioners, hearing examiners, top FCC legal aides and representatives of radio consulting engineers.

Panel discussions will be held on (1) applications processed without hearing, (2) pre-hearing procedures, (3) conduct of hearings, and (4) post-hearing procedures. The meeting was called by FCBA President Leonard Marks. Heading the panels will be J. Roger Wollenberg, Frank Fletcher, Norman Jorgensen and Ted Baron.

Among suggestions to be taken up:

- Licensing of all radio consulting engineers, similar to the FCC Bar for communications lawyers.
- Abolishment of all requests for interlocutory appeals.
- Limitation to the number of exceptions which may be taken from an initial decision.
- Shorter initial decisions.
- More delegation of the basically routine actions to FCC staffers.


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## NBC to fight FCC's station rep order

NBC served notice on the FCC last week that it does not plan to get out of the tv spot representation business without a fight. The network asked the Commission to revoke its order prohibiting networks from representing affiliated tv stations, except those owned by the networks themselves (BROADCASTING, Oct. 21).

Petitions supporting the NBC stand were filed by WRGB (TV) Schenectady, N. Y., KOA-TV Denver, KSD-TV St. Louis and WAVE-TV Louisville, stations affiliated with NBC and represented by NBC Tv Spot Sales.

The new rule, NBC maintained, is not supported by Commission findings or evidence, is arbitrarily restrictive, compels a needless forfeiture of private business interests and is repugnant to principles of due process. NBC Tv Spot Sales now represents six affiliated stations in addition to five network-owned outlets.

NBC suggested that instead of the complete divorcement from representation, the Commission adopt a rule prohibiting network representation only when the network used the threat of disaffiliation or refusal to affiliate in order to secure a station's spot business. Such a requirement, NBC said, would effectively protect the public interest and "render unnecessary the drastic restrictions embodied in the new rule."

"There is no evidence of wrongdoing by NBC or the stations it represents," the network maintained. "Nor is there any necessity for depriving affiliated stations of the right to choose the spot sales representative they feel will best advance their business interests by eliminating network organizations as competitors for such representations."

The Commission ordered networks out of the representation business following recommendations by the special Network Study Staff. The order is based upon the premise that (1) networks are primarily in business to sell network time and spot representation is in direct conflict and (2) because network affiliation is of vital importance to tv stations, there is a danger that networks would use that power to force stations into signing up for spot representation.

In addition to NBC, CBS TV Spot Sales is affected by the order through the seven stations it represents. The networks were given until Dec. 31, 1961, to dispose of their spot clients. ABC has not served as a station rep since 1952.

## FCC seeks comments on vhf booster rules

A step was taken by the FCC last week in a move to compromise with operators of vhf boosters and members of Congress who have demanded that they be legalized. The Commission asked for comments on rulemaking to authorize new low power vhf translator stations.

The translators would not be permitted to operate on the same channel as the tv station they repeat, a practice of the illegal boosters currently operating, and would be required to limit their power output to 1 watt. Co-channel operation is unstable and "capable of transmitting false and misleading signals, when operated in the vhf band," the FCC said.

Mileage requirement separations would not be imposed on a vhf translator, but it would be required to suspend operation if it causes interference to a regular tv station, the FCC stated. Type approved equipment would be required, making vhf boosters more costly to construct than those now in operation which do not have to meet this requirement. Contemplated minimal operator requirements call only for observation and remote control and an automatic cut-off device.

## Legal verbosity

Hold it down, fellows.

That, in essence, is what the FCC told lawyers and their applicant clients in denying a petition by Anthony Wayne Tv Corp. for reconsideration of the July grant of ch. 11 Toledo, Ohio, to Community Broadcasting Co. (WTOL Toledo). In turning down the request, the Commission stated:

". . . Wayne's petition is 56 pages in length, consisting of 76 numbered paragraphs and listing 52 assignments of error [in the original decision]. Attached to its petition are three appendices. The Commission recognizes that there may be rare instances where such lengthy pleadings may be unavoidable. This is not one of those instances. The persuasiveness of a pleading is not enhanced by a pre-occupation with details which are not even remotely of decisional significance. Unnecessarily lengthy pleadings, such as Wayne's petition for reconsideration, burden the Commission's processes and instead of advancing the applicant's interests, inevitably serve to impede consideration of and action on the requests made in the pleadings."

Comments on the proposal were invited by Jan. 11, 1960.

The Commision also extended the grace period for operation of illegal vhf boosters already on the air to March 31, 1960. They were ordered off the air over a year ago by the FCC but the deadline for complying has been extended several times. Several bills which would require the FCC to license the boosters are pending in Congress. One bill has already passed the Senate.

## • Government briefs

**KXFI license** • Reversing a hearing examiner's recommendation, the FCC has instructed its staff to prepare a document granting the application of Jane A. Roberts for a license for KCFI Cedar Falls, Iowa. The hearing examiner had recommended against granting the license on the ground Mrs. Roberts' husband, Cecil W., had signed her name on the station's application. KCFI has been operating with a construction permit since February 1958. The Roberts also own KREI Farmington, KBIA Columbia and KCHI Chillicothe, all Missouri.

**Blumenthal am denied** • The FCC has directed preparation of a decision denying the application of multiple-


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station owner Cy Blumenthal for a new am (1570 kc, 250 w-day) in Denbigh, Va. An initial decision released last March had recommended this action because Denbigh is not an actual city, town or political subdivision. Commission rules require that a station must be located in an identifiable community. Mr. Blumenthal owns WHHM Memphis, KCKN Kansas City, WABB Mobile, Ala., WARL Arlington, Va., and 10% of WROV Roanoke, Va.

**Skywave petition** • NBC last week requested the FCC to reconsider its order of Oct. 30 that permits daytime-only stations to operate on clear channels immediately before sunset and sunrise (BROADCASTING, Sept. 28). NBC maintains that the standards for protection from interference in the FCC order are inconsistent with the public interest, convenience and necessity and tend to defeat the purpose for which the Commission established Class I stations. The network is licensee of four Class I-A stations: WRCA New York (660 kc), WMAQ Chicago (670 kc), KNBC San Francisco (680 kc) and WRCV Philadelphia (1060 kc).

**Rehearing asked** • The U.S. Court of Appeals in Washington has been asked to rehear the ch. 5 Flint, Mich., case. Trebit Corp. (WFDF Flint) and Butterfield Theatres Inc., the unsuccessful applicants for this channel, asked the appeals court to rehear *en banc* the Nov. 5 court ruling upholding the FCC's grant of the Flint tv to WJR Detroit, Mich. (BROADCASTING, Nov. 9).

**Fm hearing** • The FCC last week indicated the necessity of a hearing in the sale of five fm outlets by Grange League Federation Exchange Inc. to Ivy Broadcasting Co. The Commission points out that Pauline H. Treman, 25% owner of Ivy and 16% owner of WTKO Ithaca, is the wife of Allen H. Treman, trustee of Cornell U. (licensee of WHCU-AM-FM Ithaca). This raises the question of duopoly. Stations included in the proposed transaction: WRRA (FM) Ithaca, WRRC (FM) Cherry Valley Township, WRRD (FM) De Ruyter Township, WRRE (FM) South Bristol Township and WRRL (FM) Weathersfield Township, all New York.


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**Reaching high** • KTBS-TV Shreveport, La., has applied to the FCC for permission to erect a new 1,620-foot transmitter tower. According to E. Newton Wray, general manager, the estimated cost of the proposed tower is $300,000. KTBS present tower is 1,153 feet.

**SEC registration** • Ampex Corp., Redwood City, Calif., has filed a statement with Securities & Exchange Commission seeking to register 137,500 shares of common stock, $1 par value, to be offered to officers and employes under a restricted option plan.

## Two-city identities: 1 approved, 1 denied

The FCC Nov. 30 granted KLOR-TV Provo, Utah, permission to identify itself as "KLOR-TV Provo-Salt Lake City." The ch. 11 outlet is licensed to Beehive Telecasting Corp., Provo. Salt Lake City and is about 40 air miles from Provo.

The Commission has denied the request of WESH-TV Daytona Beach, Fla., for dual identity with Orlando, Fla.

Ch. 11 WLUK-TV Marinette, Wis., has asked the FCC to let it identify with Green Bay, Wis., as well as Marinette while the Commission is deciding on WLUK-TV's request to shift to Green Bay (BROADCASTING, Sept. 28) so it can compete more effectively with two vhf stations there. WLUK-TV said it operated at a loss of $17,252 in September-October, and is down $200,000 since going on the air in 1954.

## FCC renews licenses of 6 network stations

The FCC has renewed the licenses of six network-owned radio and tv stations and at the same time warned the networks that life of the licenses would be contjngent on what action is taken on proposals now before the Commission.

These include (1) conclusions and recommendations by the Network Study Staff, now under Commission review, (2) related studies and inquiries, including the hearings beginning today (Monday) (see page 98), and (3) pending antitrust matters in the case of CBS and NBC only.

The renewals went to ABC's KABC-AM-FM-TV Los Angeles and KGO-AM-FM-TV San Francisco, CBS-owned KCBS-AM-FM San Francisco and KNX-FM, KNXT (TV) Los Angeles and NBC's KNBC-AM-FM San Francisco and KRCA (TV) Los Angeles.

**Program Guide For FM-SCA LICENSEES**

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# TV FILM EXPORTERS ORGANIZE

## Form to fight foreign market embargos; will promote domestic tv shows overseas

About three-fourths of the tv film (and tape) companies of approximately 20 eligible for membership can be expected to join the new American Television Exporters Inc.

This was an appraisal following an organizational meeting Dec. 1 in New York. The organization, which will promote the foreign sale of U.S. tv programs, is open to companies exporting film or tape tv programs.

At the meeting, Merle S. Jones, president of the CBS-TV Stations Div., presided. Organizers William H. Fineshriber Jr., formerly with Screen Gems and now a consultant, and George Muchnic, attorney, who are on a retainer from a committee of program distributors headed by Mr. Jones, were in attendance as were some 35 film people representing 18 companies.

**Dangers Seen** • At the meeting, Mr. Fineshriber warned of "danger signs" of restrictions being imposed in a number of foreign markets. Mr. Fineshriber explained this was an area in which the organization would be active. He said it was "far easier and better" to prevent restrictions coming about than to attempt to repeal them after they have been imposed.

Two additional meetings were set. The first on Dec. 4 was presided over by Mr. Muchnic for the purpose of discussing legal aspects (including provisions of charter, by-laws, form of application and membership dues). A precise dues structure is expected once members sign up.

Initially it was expected that dues will be $5,000-$7,500 for companies grossing less than $1 million annually in tv exports, and $10,000-$15,000 for companies grossing over $1 million. Also each under-$1 million company would buy capital stock at the rate of five $100 shares, and each over $1-million company ten $100 shares. Each member company would elect one director of the export group. Initial budgetary target, as drafted, is $165,388 for the first year's operation.

A second meeting on Dec. 14 slated for 2:30 p.m. at the Bankers Trust Co. board room at 48th St. and Madison Ave. in New York, will review the legal phase of organization and membership applications offered for signing.

## Top producers say what's wrong with tv

Three important tv producers added to the fund of information on what's wrong with television at the first meeting of a Tv Drama Desk in New York, last week. The three in order of vehemence: David Susskind (*Moon & Sixpence*), Max Liebman (*Show of Shows*) and Robert Banner (*Dinah Shore Show*). Their audience, and questioners, were writers from various newspapers and magazines which publish tv criticism.

These are the key elements of their respective criticism.

Mr. Susskind: There is a scarcity of "18 carat" writers available to provide good original material for tv; present-day sponsors are little prone to experimentation, leaving producers no option to fail; ratings are lousy ("they're done by two guys in the basement of a pool room"); the networks are not receptive to new ideas (of the three, CBS-TV comes off "a mountain ahead" in Mr. Susskind's estimation, ABC-TV trails the pact because of its association with Warner Bros. product and NBC-TV is not much better because of its association with MCA); tv's bad because of the guys running it (exempted by Mr. Susskind: CBS' William Paley and Frank Stanton).

Mr. Liebman: Tv was on its way to developing a new art form, but never made it; tv never fulfilled its promise and it never will; it's just another way of presenting movies; the people who began as tv's innovators began to rest on their formulas; ratings aren't as bad as Mr. Susskind thinks—"When they told me Milton Berle was first I knew he wasn't last"; tv's primary function now is to sell goods, not to entertain; tv's current management executives are accountants; sponsors are in control (a point on which Mr. Susskind disagreed).

Mr. Banner (whose criticism was by no means as strong as his colleagues'): Television should now concern itself more with improving the quality of the individual shows than with policing wrongs, i.e., westerns are not bad in themselves, but bad westerns are bad.

## 'Lineup' out of lineup

First move attributed to its aim of achieving "greater overall program balance" was made by CBS-TV last week, which said *The Lineup* (Wed. 7:30-8:30 p.m.) would be dropped early next year in favor of "a program of different character." *Lineup* on the air since 1954 and in a one-hour format this season, is a police action series.

While the network announcement made no mention of the program's rating (no. 122 in the latest Nielsen against NBC-TV's first place *Wagon Train* in the same time slot), a CBS-TV spokesman acknowledged that "there's no question that ratings may have played some part in the decision to drop the show, but not the major part." It was pointed out that there had been misgivings within the network for some time about scheduling such vivid crime programming at that early evening hour, and that the network now concluded it would be best to replace it with the "different character" show promised but not yet announced.

**Scores with Soviet kiddies** • The five shining faces belong to children of the Russian Embassy staff in Washington, D.C. The object of their affection is the ABC-TV rerun of *Art Carney Meets Peter and the Wolf* which the children previewed at the studios of WMAL-TV, ABC's Washington affiliate. Embassy officials reportedly considered the program of special significance since it illustrates how Russian folklore can be adapted to U.S. television.

# ITC'S PLANNING
## Rogers looks ahead to '60-'61 tv season

Independent Television Corp., for the 1960-61 tv season, will have "a small but carefully prepared—and I hope successfully produced—list of pilots," according to Ted Rogers, ITC's national director of programs and production.

"There is no pilot season at ITC," he said. "We make them when we're ready and hold them until the right time to show them. Nor is there any double standard for network or syndication programs. We have no double budget set-up, no separate divisions. Jack Wrather [ITC board chairman and president of Jack Wrather Organization, joint owner of ITC with Associated Television Ltd. of London and Carl M. Loeb, Rhaodes & Co.] insists on the same quality for any program we produce.

MR. ROGERS

"Family entertainment is the key to all our productions. They can have lots of action, but we won't develop any program that represents violence or brutality."

Through ATV, ITC has available permanent production units throughout Europe and the Far East, even including a schooner that is a floating studio in the Mediterranean, Mr. Rogers reported. He noted that these worldwide facilities are making ITC the first port of call for tv producers with stories calling for foreign backgrounds. "They're finding their way to our door and our door is always open, whether it's mine in Hollywood or Les Harris' in London." Production in America or the Pacific comes under Mr. Rogers' jurisdiction. Mr. Harris holds sway over England and Europe.

**Big Infant** • Although only a little more than a year old, ITC is already the largest syndicator of tv programs overseas and is second only to Ziv in the U.S., Mr. Rogers stated. "We're producing at least one program for each tv network and have been unusually successful in syndication this first year," he said. He notes that ITC's acquisition of Television Programs of America got it off to a good start but that the first year's report showed gross revenue of $13,989,787, up 50% from that of TPA the year before (BROADCASTING, Sept. 14).

Reminded that early in the year ITC had announced that 12 major tv productions either were then or were about to go into production at home or abroad, Mr. Rogers gave a program-by-program report on what has happened since then:

• *Gale Storm Show.* New series has moved from CBS-TV to ABC-TV, which is also rerunning old episodes as a Monday-Friday afternoon strip. Lou Derman, writer of *December Bride* for five years, is producing the Gale Storm programs, a new role for him, and he is developing the show's heroine, Susannah, from a one-dimensional character into a fully rounded person.

• Anthology series based on *Saturday Evening Post* stories. There are 25 completed half-hour films, all in color, but the market for anthology series was depressed last season, so this series has been withheld until a more propitious time. Interested sponsors or agencies can view the completed episodes at ITC offices.

• *Adventures of Tom Swift.* Dropped. Only casualty in the list.

• *Guns West.* Retitled *They Went Thataway,* this series was to star Wayne Morris, is being postponed until a new star is chosen, probably this month.

• *Go West, Young Man.* To go into production this month at Desilu with a new title as a casualty show. Burt Douglas and Karl Swenson are featured.

• *Emergency.* Postponed to permit Arthur Hill, the lead, to go into a Broadway show ("The Gang's All Here"). *Emergency* is scheduled to go into production early in 1960.

• *Treasury Agent.* Also being held in abeyance while its star, Michael Higgins, appears on Broadway.

• *Command.* Delayed to give the writer, Jim Bellah, time to properly develop this hour-long series.

• *Four Just Men.* Filmed by Sapphire Films in London, this is now the second highest rated tv show in England (*Wagon Train* ranks first), has been sold in 84 U.S. markets and to the CBC network in Canada.

• *Interpol Calling.* Also produced in London, by J. Arthur Rank Organization, this series is on the air in England, but will not be offered for U.S. broadcast until next fall.

• *Whiplash.* Written and cast in Hollywood, this series was produced in Australia by Incorporated Television Programmes to secure the authentic Australian flavor and so successfully that it was bought at its first U.S. screening, Mr. Rogers reported. He declined to reveal the name of the buyer, explaining that the arrangement permits the buyer to make the announcement at the time he thinks best.

• *Canonball.* A Canadian-produced series, broadcast first on CBC, then put

A good "take" takes time. So does a good recording disc. Like fine wine, lacquer surfaces must be correctly cured...naturally aged to ensure good chip throw, long needle wear and faithfully recorded "takes." That's why no PRESTO disc leaves our plant until it is fully mature. How long does that take? Depends...you need experience to know exactly. PRESTO knows. We've made more discs...for more years...for more recording companies than any other disc maker in the world. Hear why...*today!*

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## duPont Awards DEADLINE

**December 31 is the final date for forwarding presentations in support of nominations for the 1959 radio and television awards of the Alfred I. duPont Awards Foundation.**

**Presentations should be addressed to the Curator, Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Virginia.**

+
WB
=
40%
SEE PAGE 57


into U.S. syndication.

ITC's network programs are: *Lassie*, now in its sixth year for Campbell Soup on CBS-TV; *Fury*, in its fifth year on NBC-TV for General Foods and Borden; *Lone Ranger*, on both ABC-TV and CBS-TV and *Gale Storm* on ABC-TV.

Syndication shows, in addition to those already listed, include: *Ding Dong School*, first tv series to be offered on either tape or film; *Sgt. Preston of the Yukon; Jeff's Collie* (reruns of *Lassie*) and *Black Stallion* (reruns of *Fury*). The new Jack Douglas *Sweet Success* series is now in production for February release.

## RADIO FORMULAS Hollywood Ad Club holds radio luncheon

Four formulas for radio programming, all different but all claimed to be successful, were described by the general managers of four Southern California radio stations Nov. 30 at the Hollywood Ad Club's Radio Day luncheon meeting.

Variety programming, with a predominent appeal to adult listeners, "although we don't overlook the teenagers, tomorrow's adults," is the formula used by KFI Los Angeles, an NBC affiliate, Charles Hamilton, general manager, stated. "Radio is still in a state of transition between what it was in the pre-tv days and what it will eventually become," he said. He noted that while music and news has become a general formula for radio programming today, this means much more than having a stack of records and a news wire and individual stations interpret it in a wide variety of ways.

Robert Purcell, president of KFWB Los Angeles, gave "fun and excitement, plus community responsibility," as the basic format for his station, which has been outstandingly successful with top 40 programming. "We play what we think people want to hear," he said, commenting that KFWB emphasizes programming rather than sales in its thinking, on the theory that "if the programming is right, sales will follow."

Nearly eight years ago, when radio was still reeling from the onslaught of the new broadcast medium, television, KMPC Los Angeles decided to replace its "fragmented" broadcast schedule of 15-minute, 30-minute and 60-minute programs with the then radical "block-booking" format of musical programming presented by "air personalities" in three-hour or four-hour periods, KMPC president Robert O. Reynolds said. This type of programming, interspersed with five-minute newscasts on the hour, news recaps on the half-hour and bulletins of spot news as it occurs, plus a well-rounded program of sports coverage, has worked well for KMPC, he reported, adding: "It's not the only way to serve the public, but we think it's a good one."

Specialization is another good formula, William J. Beaton, vice president, KWKW Pasadena, stated. He recounted the success of his station in leaving the old "everything for everybody" type of radio programming in favor of concentrating on serving a particular segment of the population—in KWKW's case the more than 700,000 Spanish-speaking residents of Greater Los Angeles. Virtually all of this group depend on radio for news and entertainment; 30% read no newspaper regularly and 40% no magazine and 43% listen only to Spanish-speaking radio, he reported.

Robert Light, president, Southern California Broadcasters Assn., chairman of the HAC radio symposium, reported that in October more radios were bought in Southern California than in any previous single month since the Electric League began compiling sales statistics in 1955, save only the

## Motivation research pays off at KPRC

KPRC Houston, Tex., says that a motivational research survey it conducted last year is paying off. The study, compiled by Dr. Ernest Dichter, revealed that Houston listeners "wish to be entertained, stimulated and exhilarated by the more informal . . . but warmer, more intimate approaches and programming of the smaller, local stations." (BROADCASTING, January 5).

With this result in mind, the station has been airing the team of Tim Nolan and Bob Byron who specialize in zany antics and gag contests. Their sign-off admonition to "take the bus and leave the drinking to us," will serve as an example of their style.

Station Manager Frank Stewart and Glenn Kensinger, operations manager, have been "gratified" at listener response to the show. As the motivational survey pointed out, they maintain, listeners get a feeling of participation. "People often send in presents appropriate to comments the two have been firing out over the airwaves," the station reports. If Nolan-Byron mail-pull is an indication, the motivational research data was highly accurate and, KPRC believes, Houston listeners are getting what they want.

last three Decembers with their pre-Christmas set-buying. "People buy radios for just one reason, to listen to them," he declared.

Today (Dec. 7) Edmund Cashman, vice president of Foote, Cone & Belding, Hollywood, will conduct a Television Day program at HAC, with a panel including Walter McNiff, western manager of TvB, and representatives of Los Angeles' seven tv stations.

## BLOCK THAT ROCK
## WAVI Dayton tests listeners' taste

Ratings, rock 'n' roll formats and the advice of ad agencies have taken a beating at the hands of WAVI Dayton, Ohio.

After waging a two-day rock 'n' roll experiment to invite listener comparison to its regular "Compatible Sound" programming, the Dayton daytimer now has no intention of retaining what H.K. Crowl, WAVI's president and general manager, calls a "musical mayhem" sound.

Dayton early-risers who regularly tune in WAVI at sign-on (6:15 a.m.) to hear its standard fare of all-time hits and pop records, were surprised, if not shocked, on Nov. 17 to hear instead selections from the Top 40 sheets and "atomic" headlines—noisy and sensational plugs for upcoming newscasts. The day had been labeled "Black Tuesday" by Mr. Crowl, but by the time the station signed off at 5:15 p.m., he knew the experiment would substantiate his beliefs, not those of WAVI's critics. Programming on Nov. 18 alternated between half-hours each of rock 'n' roll and all-time song hits. On Nov. 19, things were back to normal—for keeps.

**Imported Talent** • In a case of fighting fire with fire, Black Tuesday was launched with the services of three out-of-state rock 'n' roll artists who had been hired for the day, and who remained anonymous, while WAVI's staff was given the day off and Mr. Crowl, himself, was "not available for comment." Switchboard operators replied to all calls (more than 2,000, with the first protest phoned in at 6:46 a.m.) with the comment, "We have no statement to make at this time. Read our ad in the evening paper."

A five-column ad in the *Journal Herald* was headed with the question: "Would you like rock 'n' roll on WAVI?" Following it was an open letter from Mr. Crowl to all radio listeners in the Dayton area, explaining the station's departure from its "Compatible Sound." The letter said, in part:

" . . . since WAVI is licensed by the government only to serve your best interests, we haven't been able to see how we would be fulfilling that obligation by broadcasting the same 40 rock 'n' roll tunes now heard up and down the Miami Valley. In fact, we have felt we would practically be eliminating your freedom of choice in music. . . .

"If rock 'n' roll is what you want . . . we'll play it! . . . or . . . if you want WAVI to continue its "Compatible Sound" approach . . . now is the time to tell us!"

**Keeping posted** • H.K. (Bud) Crowl, president and general manager of WAVI Dayton, smiles with relief after reading listeners' reactions to a surprise switch in WAVI's programming. See story for results of test on rock 'n' roll in Dayton.

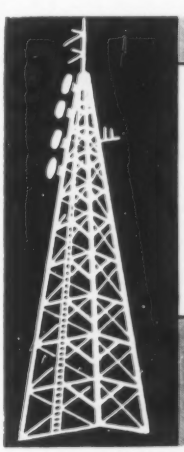
**Landslide** • At last count, a total of 9,117 of the ballots contained at the bottom of the newspaper ad had been filled in and sent to WAVI. Mr. Crowl could rest his case on the basis of 9,060 votes to exclude rock 'n' roll and 57 votes for changing to the "modern sound" of the Top 40 format. Phone calls, letters (many five or ten pages long) and signed petitions were not counted in the voting.

WAVI's ballot also asked for the voter's name, hometown and age group (up to 16, 17 to 21, 22 to 39 and 40 and over). Some 200 voters also answered "yes" to the question, "have you ever been questioned in a survey as to which Dayton radio station you prefer?" and if so, "how recently?" Mr. Crowl said the station intended to contact these listeners and determine how the surveys had been conducted. The largest block of voters was in the 22 to 39 bracket, followed by those 40 and over.

"We have proof," Mr. Crowl asserted, "that some rating were taken here by young children. After the results of our survey, we are more convinced than ever that the ratings, at least as they are done in this area, are a pious fraud. The samples are just too small, the surveyors without experience. Yet, on this basis, people are being force-fed rock 'n' roll." WAVI does not subscribe to any of the national rating services, he added.

## Triangle, Yale, ABC plan cultural series

Yale, ABC-TV and the Radio & Television division of Triangle Publications are cooperating to broadcast a series of documentaries titled *The World of the Mind*. It will be an hour long program originating monthly from Yale, broadcast through facilities of Triangle's WNHC-TV New Haven, an ABC affiliate. Initially *The World of the Mind* will explore the history of Christmas in this country, tentatively scheduled for either Dec. 12 or 19. In subsequent programs university faculty members will deal with art, drama, philosophy, medicine and natural history. Sponsor of WNHC-TV is the First New Haven National Bank. Plans are in progress to broadcast series, which belongs to Triangle Stations, from other stations in this organization.

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## L.A. stations win 'Golden Mike' awards

Seventeen "Golden Mike" awards were awarded Nov. 20 to newsmen in Southern California for achievement in radio and television news. The presentations were made at the 10th annual awards banquet of the Radio and Television News Club of Southern California.

Television winners: Jack Latham, KRCA (TV), for best newscasting; Lee Nichols, KRCA, for best news writing; Dexter Alley, KRCA, for best news film coverage; Gil Stratton, KNXT (TV), for best sports reporting; KTLA (TV), for best news reporting by an independent station; KRCA, for best special news programming (Chavez Ravine report); KNXT, special award for documentary (*Thou Shalt Not Kill*); Baxter Ward, KCOP (TV), for best commentary, and KTLA, for most aggressive news policy by a tv station. All tv awards were to Los Angeles stations.

Radio winners: Orval Anderson, KABC, for best newscasting; Pat O'Reilly, KNX, for best news writing; Carroll Alcott, KNX, for best commentary; Gerry Doggett, Vince Scully, Steve Bailey and Bob Kelley, KMPC, for best sports reporting; KMPC, for best news reporting by an independent station; KABC and KMPC shared honors for the best special news programming; KMPC, for most aggressive news policy of a radio station. All winning radio stations are also in Los Angeles.

## There's money in newscasting...

What does it take to run a prize-winning, metropolitan area television news operation?

The picture above supplies the answer. Equipment worth $443,500 and a $175,000 a year news staff.

These are the basic ingredients that implement the aggressive news policy of KTLA (TV) Los Angeles —a station which walked off with two of the nine "Golden Mike" awards given this year by the Radio & Television News Club of Southern California.

In the judgement of California broadcast newsmen, KTLA not only performs the best news reporting job of any independent tv station but it is more aggressive in gathering the news than any tv station—network or independent—in the area.

To help its newsmen get on-the-scene pictorial coverage, KTLA has nearly a half-million dollars invested in equipment. Among this array are four mobile ground units (l to r): station wagon "Prowl Car," with a camera chain, generator and transmitter ($54,000); two remote trucks, each with two camera chains, switcher and transmitter ($71,500 each); and a third remote van carrying four camera chains, switcher and transmitter ($106,500).

**Flying High** • The world's only flying tv mobile unit, the KTLA Telecopter, is the result of three years experimentation by KTLA Chief Engineer John Silva and his staff. It carries a vidicon camera chain, transmitter and associated equipment, valued at $119.000.

For news-film coverage, KTLA equipment, pictured in the fore-

## • Program notes

**Turnpike series** • State police activities on the New Jersey Turnpike will be featured in a forthcoming tv series. Contract negotiations between the State of New Jersey and James D. Horan, special events editor of the *New York Journal-American*, were completed Nov. 19. Mr. Horan, who authored the book *The D.A.'s Man*, which was the basis of the tv series by the same name was represented in the negotiations by M.J. Lebworth and Charles H. Abramson of Famous Artists Agency, New York and Hollywood. Representing the state were Wiliam L. Boyan and Theodore I. Botter, deputy attorneys general. Mr. Lebworth reports a project presentation has been prepared and that ABC Films will do the series under the supervision of President Henry C. Plitt. A percentage of the profits of the series will reportedly go into the State Police Pension Fund.

**End of tour** • *21 Beacon Street* starring Dennis Morgan as a private detective, replaces Dick Clark's *World of Talent* on ABC-TV starting Dec. 27 (Sun. 10:30-11 p.m. EST). Sponsored by P. Lorillard Co. through Lennen & Newell Inc., New York, *Beacon* is produced by Al Simon, with Herbert Browar as assistant producer and Leonard Heideman as story editor. The series was seen last summer on NBC-TV.

**Selected shorts** • Lang-Worth Feature Programs Inc., N.Y., is offering to radio stations a package of musical selections

## but KTLA shows you can't scrimp to make it

ground, includes a 16 mm Auricon Superpro movie camera ($10,000); a 16 mm Auricon, adapted by Marland-Berlin ($5,000); and a 16 mm Arriflex ($3,500). Each camera is equipped with its own optical and magnetic recorders. Two Bolex hand-held cameras ($500 each) plus $1,500 worth of lights, carriers, cases, lenses, etc., round out the news-film department.

The cameras belong to U.S. Television Newsfilm Inc., an organization headed by KTLA commentator Clete Roberts (fourth from l, above). Some of the newsmen working at KTLA are also employes of Mr. Roberts' group. An arrangement between the station and the news-group provides that these men operate as part of the KTLA news-team under the supervision of News Director George Lewin (second from l).

KTLA's news staff (l to r): Bruce Cohn, newswriter; Mr. Lewin; Julian MacDonald, associate producer; Mr. Roberts; Pat Michaels, commentator; "Tex" Zeigler, Ed Clarke and Russ Day, cameramen; Larry Scheer, Telecopter pilot-reporter; Harold Morby, Telecopter engineer-cameraman, and Jim Karayn, assistant news director. (Not pictured: Stan Chambers, announcer-newscaster, who stayed home to mind the newsroom and sportscaster Tom Harmon.)

**Newsbeats** • With its Telecopter (which originates six five-minute newscasts a day between 9 a.m. and 5 p.m.) KTLA has provided tv coverage of many special events not easily reached by ground units. Among these is coverage of a house-to-house search by 100 police officers for two men suspected of shooting a policeman during a supermarket robbery, the eviction of the Arechiga family from Chavez Ravine, and the Laurel Canyon fire.

Is KTLA's aggressive news operation worthwhile? KTLA answers with an emphatic "Yes" as it points proudly to its "Golden Mike" awards. Another, possibly more impressive proof is the weekly income of $14,000 ($728,000 annually) from two half-hour, Monday-through-Friday evening newscasts, plus the revenue from daytime and weekend shows.

James Schulke, KTLA's general manager, sums things up when he credits the station's news operation with creating "the kind of reputation that pays off on both rating sheets and financial statements."

entitled "Special Selling Season Shorties," with tunes ranging in length from 35 seconds to two minutes. Featuring 47 Christmas songs and 350 popular standards for other peak seasons during the year, Lang-Worth's package is designed to aid spot schedules during a station's heaviest traffic period without triple and quadruple spotting.

**On way up** • Bernard L. Schubert Inc., N.Y., reports sales of its daytime-stripped series entitled *Way of Life* to WFMJ-TV Youngstown, Ohio; WBRE-TV Wilkes-Barre, Pa., and WVET-TV Rochester, N.Y., bringing to 72 the number of stations purchasing the series.

**Southern territory** • National Telefilm Assoc. Inc., N.Y., has appointed Teleradio Asociados, S.A., Mexico City, as exclusive sales representatives in Mexico and Central America, according to Sidney Kramer, NTA director of foreign distribution. Teleradio is headed by Leon H. Cagan, formerly president and general manager of NBC Internacional de Mexico, and director of Latin American operations for NBC. Teleradio also will handle distribution of NTA products in Mexico. NTA series currently being dubbed in Spanish are *Walter Winchell File, Man Without a Gun, U.S. Marshal, Sheriff of Cochise, This Is Alice, How to Marry a Millionaire, African Patrol,* and *China Smith.*

**Catches Mounties** • Fremantle International Inc., N.Y., has acquired international distribution rights to the new tv film series *Royal Canadian Mounted Police,* currently running on the CBC network. Composed of 39 half-hour episodes, the series was a coproduction of Glenn Gilbert, manager of Crawley, McConnell Ltd., Ottawa, the BBC and the CBC. A Spanish version is being dubbed for presentation in Latin America in 1960.

**Corradine to build** • Tom J. Corradine of Hollywood tv film distributor, Tom Corradine & Assoc., has bought 2,650 acres of desert land in Arizona. He plans a stock issue to build a motion picture location that will include housing for an entire company.

**East Berlin interview** • WBZ-TV Boston newswoman Betty Adams interviewed Walter Ulbricht, head of the East German Communist Government, Nov. 13. The film of the interview, said to be the first granted by Mr. Ulbricht to a western correspondent, was telecast over the station Nov. 23. Four other Westinghouse Broadcasting Co. stations and six radio outlets also broadcast the program.

## O CRCAS IN

Here are the next 10 days of network color shows (all times are EST).

**NBC-TV**

Dec. 7-11, 14-16 (6:30-7 a.m.) **Continental Classroom.**

Dec. 7-11, 14-16 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.

Dec. 7 (9:30-11 p.m.) **Philadelphia Story,** General Mills and Westclox, both through BBDO.

Dec. 8 (9-10:30 p.m.) **My Three Angels,** Ford through J. Walter Thompson.

Dec. 9 (7:30-8:30 p.m.) **Once Upon a Christmas Time,** Benrus through Grey Adv.

Dec. 9, 16 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through J. Walter Thompson.

Dec. 9, 16 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thomspon.

Dec. 10 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Dec. 12 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.

Dec. 12 (10:30-11 a.m.) **Ruff and Reddy Show,** Mars through Knox-Reeves and Borden through Benton & Bowles.

Dec. 12 (7:30-8:30 p.m.) **Bonanza,** Liggett & Myers through Dancer-Fitzgerald-Sample.

Dec. 13 (5:30-6:30 p.m.) **Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

Dec. 13 (8-9 p.m.) **Sunday Showcase,** RCA (½) through McCann-Erickson.

Dec. 13 (9-10 p.m.) **Chevy Show Presents State Fair USA,** Chevrolet through Campbell-Ewald.

Dec. 14 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

Dec. 15 (9-9:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman Craig & Kummel.

## 'Grammy' awards given for 'best' discs

National Academy of Recording Arts & Sciences' selection of Bobby Darin's "Mack the Knife" as record of the year, "Battle of New Orleans" by composer Jimmy Driftwood as song of the year and Frank Sinatra's "Come Dance With Me" as album of the year could have come as no surprise to anyone with ears and a radio set in working order during the past six months. Judging by the number of plays this trio has received on radio they had long since been chosen as the top recordings of 1959 by the disc jockeys of America.

Those awards, along with the rest of the 37 "Grammies" voted by the NARAS membership for outstanding record achievements of the year, were presented Nov. 30 during an hour-long broadcast on NBC-TV sponsored by the Watchmakers of Switzerland, through Cunningham & Walsh, N.Y. Program, with composer-conductor Meredith Willson as master of ceremonies, originated in NBC's studios in Burbank, Calif. NARAS members and guests watched proceedings at dinners in Beverly Hills, Calif., and New York.

## WOR starts overseas news coverage unit

WOR New York began receiving on-the-scene news reports from various parts of the world last Monday (Nov. 30), signaling the start of a voiced news service operation.

Though the station's announcement made no mention of the voiced news service operation, it is understood that WOR will offer its overseas news coverage for a fee to other stations. Sumner Glimcher, founder and president of International Transmissions Inc., a voiced news service that later merged with Radio Press, has been engaged by WOR as coordinator of the operation. The station has arranged for correspondents in 12 areas throughout Europe and the Far East and plans to add to its staff.

The service will be made available to all RKO General stations and to other outlets. Several weeks ago WMCA New York purchased controlling interest in Radio Press International, the organization arising out of the merger of ITI and Radio Press (BROADCASTING, Nov. 23).

## Fund trial Dec. 14

The suit of rebel members of Hollywood Local 47 of American Federation of Musicians against AFM over fees of $6,172,163 paid into Music Performance Trust Funds for sale of theatrical motion pictures to television will go to trial Dec. 14 in Los Angeles Superior Court, Judge Harold W. Schweitzer ruled Nov. 24.

The action is part of a long legal battle to obtain the right for individual musicians to secure for themselves fees paid for products on which they worked and to upset AFM trust fund policies.


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## Broadcast Advertising

MR. GRUNEWALD

• THEODORE J. GRUNEWALD, vp at Hicks & Greist, N.Y., named senior vp. He joined H&G in 1953 as radio-tv director and previously had been with William Esty and Doyle Dane Bernbach.

• KENT DENNAN, JOHN LAMB and EDWIN F. LEWIS, all account executives at Young & Rubicam, N.Y., appointed vps. Mr. Dennan joined Y&R's international division, London office, in 1950, and was transferred to New York in 1953. Messrs. Lamb and Lewis joined agency in 1955 and 1953, respectively.

• GIL BURON, vp of Guild, Bascom & Bonfigli and general manager of GB&B offices in San Francisco, Hollywood, New York, Chicago and Seattle, has transferred his headquarters to Hollywood to aid in expansion of that office from a radio-tv service into a full-fledged agency operation. MEROXE ALLEN continues as manager of Hollywood office.

MR. JOHNSON

• ARNO H. JOHNSON vp and senior economist of J. Walter Thompson, last week was re-elected board chairman of Advertising Research Foundation. Mr. Johnson was first elected chairman in September to complete the term of BEN R. DONALDSON, who automatically stepped out of chairmanship when he resigned from Ford Motor Co., ARF member organization. ARTHUR HULL HAYES, CBS Radio's president and ARF director for past four years, was named vice chairman, and FRANK W. MANSFIELD, director of marketing research, Sylvania Electric Products, was re-elected treasurer. New director elected to ARF board for three-year term: FREDERIC A.C. WARDENBURG, director of advertising, E.I. duPont de Nemours & Co.

• SYLVESTER L. (PAT) WEAVER, board chairman of McCann-Erickson Corp. (International), named chairman, board of directors of American Heart Assn. Mr. Weaver was formerly board chairman and president of NBC.

• GEORGE MILLIKEN, account executive on Lever Bros. and General Foods products at Foote, Cone & Belding, N.Y., named vp and account supervisor.

• DICK STERN, manager of Miami, Fla., office of Keyes, Madden & Jones, Adv., since April, 1958, elected vp.

• LLOYD A. WINSLOW, formerly manager Formula Feeds, A. F. Staley Mfg. Co., Decatur, Ill. appointed to newly-created position of marketing manager of Carey Salt Co., Chicago.

• GERALD P. DEPPE elected vp of Storm Adv. and appointed account executive and general manager of its St. Louis office.

MR. HOCKSTEIN

• DON HOCKSTEIN, radio-tv commercial supervisor at Tatham-Laird, Chicago, to Earle Ludgin & Co., that city, as director of radio-tv production. He formerly was broadcast producer at Foote, Cone & Belding, that city.

• IRV TEMPKIN, formerly art director at Columbia Pictures, to Friend, Reiss, N.Y., as senior art director, responsible for art supervision on all of agency's accounts.

• HOWARD ENGLANDER and TOM RICHARDSON have joined Reach, McClinton & Co., N.Y., as account executive and copywriter, respectively. Both will service Isodine Pharmacal Corp., division of International Latex Corp. account.

• RONALD BERMAN transfers from merchandising department to copy staff of Honig-Cooper, Harrington & Miner, S. F.

• JACK L. RILEY, formerly in retail and national advertising departments of Oklahoma Publishing Co., Oklahoma City, appointed account executive at Glenn Adv., Fort Worth, Tex.

MR. MURPHY

• W.B. MURPHY, president of Campbell Soup Co., Camden, N.J., elected board chairman of Crusade for Freedom, succeeding GWILYM A. PRICE, board chairman of Westinghouse Electric Corp., Pittsburgh. Crusade for Freedom is private, non-profit American organization which supports Radio Free Europe.

• QUENTIN FOX, formerly account executive at Ted Bates, N.Y., to BBDO, that city, as account executive on Lever Bros.

• JOHN K. FORD, manager, films and tv newsreel section of General Motors


**SOUTHWEST**—250 watt, fulltime radio station grossing $65,000.00 annually, with good real estate and building. Owner netting approximately $25,000.00 yearly. Sale price—$90,000.00—with $25,000.00 down and balance paid out over ten years.

**MIDWEST**—500 watt daytimer operating from combination studio-transmitter building—Grossing about $73,000.00 annually—Priced at $95,000 with 29% down—Balance on attractive terms.

**WEST TEXAS** fulltimer semi-major market with lots of growth future. NBC outlet grossing in excess of $100,000.00. Price $150,000.00 with 29% down.

HAMILTON-LANDIS & ASSOCIATES, Inc.

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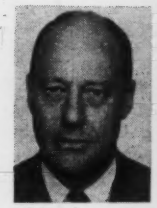
| EXecutive 3-3456 | DElaware 7-2754 | Riverside 8-1175 | EXbrook 2-5671 |

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Corp., Detroit, named chairman of audio-visual committee of Assn. of National Advertisers.

## The Media



MR. LEWINE

MR. LEIDER

• RICHARD LEWINE, director of special programs for CBS-TV since August 1958, appointed to new post of director of special projects for CBS-TV network program department. JERRY LEIDER, who will resign as managing producer for production department of Theatre Guild-American Theatre Society, will succeed Mr. Lewine on Jan. 4, 1960, when both appointments become effective.

• KEN KLEIN, formerly advertising and promotion director of WNEW New York and Metropolitan Broadcasting Corp., to The Katz Agency as pr director.

• MURRAY HEILWEIL, marketing director of NBC, N.Y., and FRED HORTON, general sales executive for that network, named to staff positions in Medical Radio System, service of NBC-RCA. Mr. Heilweil will be in charge of subscription sales to medical profession and Mr. Horton will take charge of sales to ethical pharmaceutical manufacturers.

• JIM ROBINSON, manager of KPRO Riverside, joins KWOW Pomona, both California, in similar capacity. DUKE ANDERSON, air personality with KWIZ Santa Ana, named program director and air personality with KWOW. BILL THOMPSON, pr director and air personality with KWIZ, to KWOW in similar capacity.

MR. POWELL

• ROBERT E. POWELL appointed vp in charge of sales for KNOE-TV Monroe, La. Mr. Powell has been account executive with that station since it went on air in 1953.

• JACK EAST, previously promotion manager of KKTV (TV) Colorado Springs-Pueblo, Colo., appointed commercial manager of KGHF Pueblo.

• FREDERICK EICHHORN, merchandising director for KGW-AM-TV Portland, Ore., appointed national sales manager of KGW-TV.

• CARL BURKLAND, formerly executive vp and general manager of Tidewater Teleradio, Portsmouth, Va. (WAVY-AM-TV Norfolk-Portsmouth), to Television Information Office as consultant (CLOSED CIRCUIT, Nov. 30).

• ROBERT E. BROWN named vp and general manager of WSJM St. Joseph, Mich. JAMES A. LINDSAY named station manager; HAL CRATER, chief announcer.

• JOHN E. MCCULLOUGH promoted from announcer with WNDU-AM-TV South Bend, Ind., to program director of WNDU. BILL ETHERTON elevated from sports announcer to sports director of radio and tv stations.

• BERNARD KOVAL, chief of engineering for KQEO Albuquerque, N.M., appointed assistant general manager. ED MONTRAY and MARTY SULLIVAN join KQEO as account executive and station director, respectively.

• JACK PURCELL, CBS senior attorney, appointed assistant general attorney of CBS-TV legal department, in charge of west coast office. He succeeds RICHARD W. JENCKS, who resigned to become president of Alliance of Television Film Producers.

MR. FITZPATRICK

MR. CHERNAULT

• HORACE FITZPATRICK, formerly station manager for Shenandoah Life Stations Inc., WSLS-AM-FM-TV Roanoke, Va., elected vp. Aside from his duties as vp, he will take over complete control of all television operations. Mr. Fitzgerald joined WSLS sales department in 1940. GEORGE CHERNAULT JR., assistant manager of operations for these stations, assumes complete management of WSLS-AM-FM.

• BEVERLY (BEVO) MIDDLETON joins sales department of WTOP-TV Washington as director of merchandising. Mr. Middleton was previously general manager of WUSN Charleston, S. C. and WHKP Hendersonville, N. C. He is still majority owner of latter station.

• BOB AUSTIN appointed assistant to station manager of KCBQ San Diego.

• JACK SANDERS, air personality with WAKY Louisville, appointed to additional post of program director. ART KELLER named WAKY music director.

• HARRY GOLDER, formerly head of news department of WXYZ Detroit, appointed news director of KWIZ Santa Ana, Calif.

• STEVE ARVIN, formerly on news staff of WOC-AM-TV Davenport, Iowa, named news director of KGEE Bakersfield, Calif.

• PETER W. SWANSON JR., production manager of WSPA-TV Spartanburg, S. C., named sales service director. JIM LAFFERTY, previously with WNCT-TV Greenville, N. C., joins WSPA-TV as regional and local salesman.

MR. LAREAU

• MICHAEL LAREAU, sales manager of WOOD Grand Rapids, Mich., promoted to new post of station manager. He will also continue his sales responsibilities. PETER KIZER, WOOD account executive, named program director of WOOD-AM-TV, succeeding JOHN SHAW, who resigned. BOB CARPENTER, formerly account executive with Norman-Navan Adv., Grand Rapids, Joins WOOD sales staff.

• SHERM BRODEY, news director of WRNY Rome, N.Y., to WKAL, that city, in similar capacity.

• LEE WESTERN, previously with KELP El Paso, KATR Corpus Christi, both Texas, and KIOA Des Moines, Iowa, appointed station director of WPEO Peoria, Ill.

• FRED (CURLY) MORRISON, formerly pro football player (Chicago Bears and Cleveland Browns) and sportcaster (WBNS-TV Columbus, Ohio), joins CBS-TV as account executive, sports sales.

• WOODROW B. MOATS JR., formerly with Independent Television Corp., to local sales staff of WKTV (TV) Utica, N.Y.

• JAMES M. HORSEY, formerly assistant product manager in charge of new product sales and development for Virginia-North Carolina Chemical Corp., to Peters, Griffin, Woodward, N.Y., as radio account executive.

MR. CRAIG

• FRANK S. CRAIG, formerly vp of Coppertone Corp. (subsidiary of Plough Inc.), appointed national sales manager of WINZ Miami, Fla. His responsibilities will also include merchandising and sales promotion.

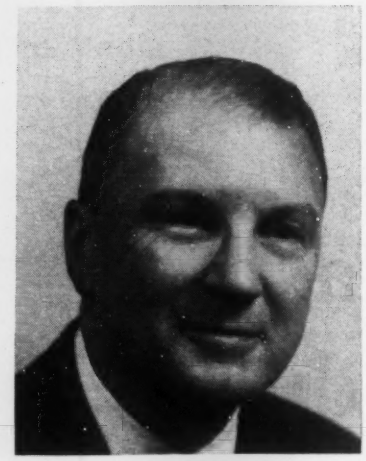
• WALLY ERICKSON, KFRE-AM-TV Fresno, Calif., elected president of Na-

# Without public taxes, license fees or dues, advertisers give the American people the finest television and radio in all the world.

Montana people see and hear these programs on The X L Stations

KXLF TV4 Butte
KXLJ TV12 Helena
KXLF Radio Butte
KXLJ Radio Helena
KXLK Radio Great Falls
KXXL Radio Bozeman
KXLL Radio Missoula

## NAB honor to Clair McCollough



CLAIR R. MCCOLLOUGH, president and general manager of the Steinman Stations, will receive the NAB 1960 Distinguished Service Award at the April 4 luncheon of the industry's annual convention (April 3-6, in Chicago).

Selection of Mr. McCollough was announced in Washington Dec. 3 at a meeting of the NAB Convention Committee. Dwight W. Martin, WAFB-TV Baton Rouge, La., was chairman of the awards nomination subcommittee (see Convention Committee story page 66).

Mr. McCollough is the first independent station operator to receive the industry award. He currently is a member and ex-chairman of the NAB Tv Board and member of the Television Bureau of Advertising Board as well as chairman of the Television Information Committee that set up and directs the new Television Information Organization.

In three decades with the Steinman Stations he has held many key industry posts involving NAB reorganizations and formation of Radio Advertising Bureau, TvB and the NAB tv code. In the '30s, he was active on the NAB committee that persuaded Associated Press to provide a news service for radio stations.

Past recipients of the award were Robert W. Sarnoff, NBC, 1959; Dr. Frank Stanton, CBS, 1958; ex-President Herbert Hoover, 1957; Robert E. Kintner, then with ABC, 1956; Mark Ethridge, *Courier-Journal* and *Louisville Times* and an ex-NAB president, 1955; William S. Paley, CBS, 1954; Brig. Gen. David Sarnoff, NBC, 1953.

The award is bestowed for "significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuous service for or in behalf of the industry."

tional Assn. of Tv & Radio Farm Directors. He succeeds MAYNARD SPEECE, WCCO Minneapolis. Other officers named: GEORGE ROESNER, KPRC-AM-TV Houston, vp; CARL MEYERDIRK, KVOO-AM-TV Tulsa, Okla., secretary-treasurer; HERB PLAMBECK, WHO Des Moines, Iowa, re-elected historian.

• JIM LEIKER, continuity editor in traffic department of KTLA (TV) Los Angeles, named assistant advertising and promotion director, succeeding GLENN ADAMSON, who left KTLA to join NAFI Corp., L.A.

• LEN MORTON, sports director of KVOO-TV Tulsa for past three years, appointed sports director of KVOO-AM-TV. HAL O'HALLORAN, formerly in charge of the radio sports department, moves to KOME Tulsa in similar capacity.

• WILLIAM (HAPPY) HOPKINS, air personality with WING Dayton, Ohio, adds duties of production manager.

• TOM LOONEY, air personality with KICN Denver, appointed assistant program director.

• DONALD F. BURNES, formerly pr director of St. Louis unit, American Cancer Society, named information services and promotion director of KSD St. Louis.

• LEE KANIPE appointed news manager of WFBC-TV Greenville, S. C.

• CHUCK YOUNG, formerly record librarian of KYW Cleveland, to WERE, that city, as music director.

• MICHAEL RUPPE JR., formerly circulation director of KWK St. Louis, to WIL, that city, as promotion director.

• HAL DAVIS, formerly operator of own advertising agency in L. A. and prior to that general manager of KWIZ Santa Ana, Calif. for five years, appointed account executive with KLAC Los Angeles.

• GEORGE FULOP, engineering supervisor for WSPD-TV Toledo, Ohio, named chief engineer of WSPD-AM-FM-TV.

• ROY F. THOMPSON, who retired as owner of WRTA Altoona in 1956, elected mayor of that city to serve four years on Republican ticket. He entered broadcasting in 1924 and is charter and honorary life member of Broadcast Pioneers.

• GEORGE AMBROSE, associate sports editor of *Glendale* (Calif.) *News-Press*, joins CBS-TV press information department in Hollywood as unit publicist.

• BILL MCGONIGLE, formerly with KWIZ Santa Ana, Calif., joins KPOP Los Angeles as account executive.

• JERALDINE FREED, formerly continuity and production director of KTSA San Antonio, Tex., to KWK St. Louis as promotion manager and continuity director.

• BILL O'HALLORAN, of ABC's Hollywood news staff, and PETE MILLER, writer for Bill Burrud Productions, join news department of KPOL Los Angeles.

• LARRY ATTEBERY, formerly with WNMP Evanston, Ill., and previously identified with several radio-tv programs for U.S. Navy public relations, to announcing staff of WBBM Chicago.

## Programming

MR. SILLERMAN

• MICHAEL M. SILLERMAN, president of NTA Program Sales, last week week announced his resignation, effective Dec. 31. He joined NTA last Feb. 1 when NTA acquired programs then distributed by Gross-Krasne-Sillerman, of which Mr. Sillerman was president. Earlier he had served in executive capacities with Television Programs of America, Ziv Television Programs and Keystone Broadcasting System.

• CHARLES FRIES, production executive for Ziv Television Programs, joins Screen Gems as executive production manager.

• H. BART MCHUGH JR., formerly vp at J. Walter Thompson, N.Y., to National Telefilm Assoc., that city, as director of network program sales. TED ROSENBERG, formerly with Interstate Television Corp., N.Y., named middle Atlantic sales manager of NTA Program Sales as part of move in which three regional posts were created. JACK GAINEY, previously with Ziv Television Programs, appointed northeastern sales manager of NTA Program Sales and LEON WRAY, previously with Ziv's Economee TV Division, named northwestern sales manager.

• BERT SOMSON, formerly executive coordinator for MCP Film Distributing Co. and prior to that with Frederick W. Ziv Co., St. Louis, named manager of UPA Pictures new sales office for tv spots in that city.

• GEORGE GRAY, district manager for Independent Television Corp., N.Y., named northeastern division manager; BERT WEILAND, formerly sales executive with Ziv TV named midwestern division manager for ITC.

• LARRY MENKIN, writer-director-producer, joins Hollis Productions, Hollywood, production division of Paramount Television Productions, to create and produce new properties. Mr. Menkin has been manager of program development for DuMont Tv Network, program director of WOR-TV New York and Vitapix-Guild Films and story editor of Ziv Television Productions.

## Equipment & Eng'ring

• WILLIAM M. BAILEY, vp and chief engineer of Cornell-Dublier Electric Corp., N.Y., retires after 28 years of service. He will continue as consultant.

• EDGAR F. VANDIVERE, for past seven years partner in Vandivere & Cohen, Washington consulting engineers, joins Page Communications Engineers Inc., that city, as consultant to director of research and development.

• WILLIAM F. E. LONG, manager of marketing data dept., Electronic Industries Assn., Washington, to Lansdale Div., Philco Corp., effective Dec. 7. Mr. Long will be succeeded in EIA department by C. R. JOYNER, assistant manager of marketing data office.

• PAUL D. WILLIAMS, manager of marking for Insulating Materials Dept., General Electric, Schenectady, N.Y., named manager of marketing administration for G.E.'s Comunication Products Dept., Lynchburg, Va.

• FRED D. WILSON, formerly general manager of DuKane Corp.'s commercial sound division, appointed assistant to president of Rauland-Borg Corp. (sound, communications products), Chicago. He will be responsible for promotional and product research program.

• STEVE MANNING, formerly western regional sales manager for Advance Relays, Burbank, Calif., to General Instrument Corp., L.A., as manager of west coast sales engineering office.

• RAYMOND F. GUY, senior staff engineer of NBC, N.Y., elected president of De Forest Pioneers, society consisting of former associates of Dr. Lee De Forest, distinguished scientist and inventor. Mr. Guy is also fellow and past president of Institute of Radio Engineers and past president of Broadcast Pioneers.

• RAYMOND G. KIMBELL JR., ROBERT R. THOMAS and HAROLD F. ONSAGER appointed district sales managers for midwest district of Motorola's Semiconductor Products Div. Their headquarters are at Motorola's Chicago regional office. JAMES A. PAINE named to similar post in western region with headquarters in Phoenix, Ariz.

## Government

MR. GUENTHER

MR. KRAUSHAAR

• WALTHER W. GUENTHER and DAVID I. KRAUSHAAR appointed FCC hearing examiners, effective Dec. 21. Mr. Guenther joined Commission as attorney-adviser in Office of Opinions and Review in October 1953. In 1956, he was named chief of broadcast facilities division, Broadcast Bureau, and since January 1959, has been assistant chief of former office. Mr. Kraushaar has served as attorney with FCC since 1952, is currently assistant chief of hearing division, Broadcast Bureau.

• JOHN H. CONLIN, member of litigation division, Office of General Counsel, FCC, appointed legal assistant to Comr. Frederick W. Ford. He succeeds GEORGE H. REVERCOMB, who has gone into private practice in Charleston, W. Va.

## International

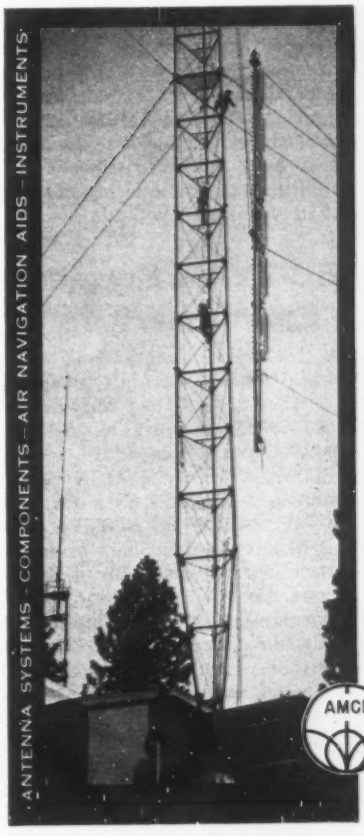
• LARRY LESUEUR, CBS News United Nations correspondent, assigned to reopen CBS News bureau in Moscow.

• W. VIC GEORGE, veteran Canadian broadcaster, appointed general manager of Canadian Marconi Co. Ltd., Montreal, Que., owner of CFCF Montreal. L. M. DALEY, manager of broadcast and television receiver division of Canadian Marconi, named assistant general manager.

MR. BUSHNELL

• ERNEST L. BUSHNELL, vp of Canadian Broadcasting Corp., resigns, effective year's end, after 26 years with CBC and its predecessor company, to form radio-tv station consultant firm in Ottawa. Mr. Bushnell has been active in broadcasting since 1922.

• BEV A. MARTIN appointed national


AMCI...

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- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

. . . have been proven in service.

Write for information and catalog.

ALFORD
*Manufacturing Company*
299 ATLANTIC AVE., BOSTON, MASS.

sales co-ordinator of CFCF Montreal, Que.

• JIM LEITCH named chief production engineer of video tape division of meridian Studios, Toronto.

## Deaths

• SAMUEL L. SLOVER, 86, board chairman of Norfolk-Portsmouth Newspapers Inc., which owns WTAR-AM-TV Norfolk, Va., died Nov. 29 in Norfolk following two years of declining health.

DR. BRYSON

• DR. LYMAN BRYSON 71, public affairs counselor for CBS and professor emeritus of education at Teachers College, Columbia U., died in New York Nov. 24. Retiring from teaching in 1953, he remained active in adult education and until his death was moderator of CBS Radio's weekly *Invitation to Learning*, with which he had been associated since its inception in 1940.

• WILLIAM J. TIERNEY, 57, vp of Albert Frank-Gunther Law, New York advertising agency, died Nov. 27 in that city following short illness. Mr. Tierney joined agency in 1927, was elected vp in September, 1945.

• THOMAS E. SHARP, 69, pioneer in San Diego broadcasting, died Nov. 29 in that city following lengthy illness. He entered radio in 1928 when KFSD San Diego was undergoing reorganization, built KFSD-TV in 1953, sold his interest in December, 1954.

# INTERNATIONAL

# FEW CHANGES MADE IN GENEVA

## Provisions made for new, developing areas

Few surprises and no radical changes are foreseen in international allocations and regulations as the International Telecommunications Conferences in Geneva head toward adjournment later this month. Advice to BROADCASTING from Geneva last week was that overall allocations for international broadcasting and other services in which all nations share are being maintained, with provisions made to accommodate new and developing countries.

The Plenipotentiary, or treaty drafting conference, which began Oct. 14, expects to conclude its work by Dec. 15. The Radio Conference, which got underway Aug. 17, tentatively plans adjournment Dec. 22—about a week later than originally expected (BROADCASTING, Nov. 2).

Two FCC members—Vice Chairman Rosel H. Hyde and Comr. T.A.M. Craven—plan to return to Washington as soon as the conference agendas are cleared and the necessary paperwork is completed. Comr. Craven is chairman of the American delegation, Radio Conference, while Comr. Hyde serves as vice-chairman of the American delegation of the Plenipotentiary Conference. Heading the U.S. delegation to the Plenipotentiary session is Francis Colt deWolf, chief of the Telecommunications Division of the State Department.

Considerable interest is being manifested in the new organization of the International Telecommunications Union, headquartered in Geneva. Acting Secretary-General Gerald C. Gross is a former assistant chief engineer of the FCC and is the leading candidate for the director-generalship. This election is tentatively scheduled for this week.

Also on the agenda of the Plenipotentiary Conference is a proposal to increase the membership of the administrative council of ITU, its governing body, from 18 to 25 members. This would provide representation for new and developing countries, heretofore not active participants in world communications.

Proposals also have been advanced for reorganization of the International Frequency Registration Board which would change its status to that of an independent agency without political connotations. The American member of this 11-man board is John H. Gayer, of Nebraska, a former consulting engineer. He is a candidate to succeed himself.

Proposals having to do with allocations of frequencies for space communications, while given protracted consideration, were considered premature. Likelihood is that special studies will be conducted with a view toward allocations at a later date when more is known about requirements and propagation characteristics.

## ABC-TV part owner in Latin American tv

A five nation Central American tv network hopes to be functioning early in 1960, aided, abetted and partially owned in this country by ABC-TV. Representatives of broadcast interests in El Salvador, Guatemala, Nicaragua, Honduras and Costa Rica met with ABC-TV officials in New York last week to go over preliminary plans. One of their first steps is to invite Panama to join, too.

Donald W. Coyle, vice president of ABC's International Div. and the man responsible for the network's part in the project, said the Central American chain would begin operation as a film or tape network, with no interconnection between individual stations or with ABC-TV here. He thought it likely that ABC-TV network properties and network shows would comprise some part of the program schedule.

**Minority Share** • Mr. Coyle emphasized that ABC-TV's ownership would be a minority share, in line with network policy on international ventures (which to date include minority holdings in Televisora De Costa Rico, a tv station under-construction there, and in News Limited of Australia, principal owner of station NWS-TV Adelaide). He noted, however, that the network might asist the majority owners initially by providing financing for their portions, on a loan basis.

Last week's initial organizational meeting selected a temporary board to function pending formal organization (another meeting will be held Feb. 3, 4 and 5). The members: Boris Esersky, El Salvador; Mario Bolanos, Guatemala; Rafael Cano, Nicaragua; Miguel Brooks, Honduras; Carlos Reyes, Costa Rica, and A. Frank Katzentine, WKAT Miami. Participating for ABC-TV, besides Mr. Coyle, were Leonard H. Goldenson, president of parent AB-PT, and Frank Marx, ABC engineering vice president.

Mr. Goldenson said the feeling among his Central American associates was that the proposed network would be an important step in breaking down trade barriers among the countries involved, and that it might be the first step toward a Central American common market. Mr. Coyle said that tv operations in these countries had so far been unprofitable, and that ABC feels the network could provide the needed push to put them into the black.

## • Abroad in brief

**Holland** • Dutch radio-tv manufacturers expect the number of registered tv sets in the Netherlands to rise to 600,000 before year's end. This means an increase of 210,000 over 1958.

**West Germany** • ZVEI (electronic industries associations) figures show Ger-

## Pirate ship

A group of 18 Dutch radio-tv importers have set up a corporation to operate a radio transmitter on a seagoing vessel three miles off the Danish coast to broadcast commercial programming to Holland. The station is patterned after Radio Mercur, which broadcasts "pirate" commercial programs from a ship off the Danish coast (BROADCASTING, Nov. 3, 1958). Neither country allows sponsored broadcasting. The new company has about $25,000 capital with which to rent a vessel and a 5 kw transmitter. The programming will be taped in Holland, then sent to the ship for round-the-clock broadcasting. The only Dutch-language commercial broadcasts now come from Radio Luxembourg.

many produced 1,281,828 tv receivers in the first nine months of 1959. In the same period last year the figure was 972,321. The association estimates West Germany will produce 2 million tv sets next year. Radio production is expected to be 4 million units by year's end.

**Soviet production** • Moscow says 1,926,000 tv sets will be produced in Russia in 1961. Annual production now is 979,300.

**Afghanistan radio** • Siemens & Halske, West Germany, installed a short-wave transmitter system near Kabul, Afghanistan. The transmitters are for broadcasts to Europe, Africa and the Far East. System includes a 50 kw transmitter, a 10 kw transmitter, several standby transmitters, four directional antennas and two nondirectional antennas.

## Operators comment on Canadian tv rules

Canadian private broadcasters feel that the new radio and television regulations of the Board of Broadcast Governors (BROADCASTING, Nov. 23) will encourage "still greater Canadian production of television material." The executive committee of the Canadian Assn. of Broadcasters complimented the BBG on its new regulations and stated it "feels confident that private broadcasters will willingly work within this new framework in a full and fair test of its effectiveness in aiding the objective that all are agreed upon of maximum possible Canadian television service."

The new regulations call for unrestricted use of imported programs until April 1, 1961, then a year's trial of a minimum of 45% Canadian content over a four-week period, and on April 1, 1962 increasing Canadian content to 55% of total program time.

The CAB executive committee is headed by Malcolm Neill, CFNB Fredericton, N.B., president; M. T. Brown, CFPL-AM-FM-TV London, Ont., as vice-president; T. Burham, CKRS-AM-TV Jonquiere, Que., vice-president; Geoff Stirling, CJON-AM-TV St. John's, Nfld., and T. J. Allard, executive vice-presidents.

## Radio set sales rise in Canada

Radio receiver sales in Canada were up and television set sales almost equal to those of 1958 in figures released for the first nine months of 1959 by the Electronic Industries Assn. of Canada at Toronto. Radio set sales totalled 413,496 for the January-September 1959 period, compared with 369,057 in the 1958 period. Television receiver sales numbered 271,222 in the first nine months of 1959 compared with 279,718 in the 1958 period.

Largest sales of tv receivers continued to be in Ontario province where 105,776 were sold, with 62,219 sold in Quebec province, 22,784 in Alberta and 22,598 in British Columbia. The balance was sold in the other six Canadian provinces.

Radio receiver sales included 75,611 transistor sets, 87,058 in automobiles, and 56,349 clock sets. Ontario province accounted for 185,119 receivers, with 100,722 being sold in Quebec, 28,557 in British Columbia, and 28,087 in Alberta.

## Actions by the BBG

CKOS-TV Yorkton, Sask., has been recommended by the Board of Broadcast Governors for a satellite tv license at Baldy Mountain, Man., on ch. 8, with 9.5 kw video and 4.75 kw audio power, and effective antenna height of 1,032 feet. The satellite will bring national programs to an isolated area of Manitoba.

CKX-TV Brandon, Man., has been denied four applications for satellite stations at The Pas, Swan River, Flin Flon and Moon Lake, all Manitoba, on grounds that microwave service to these areas cannot at present be installed. The BBG stated in its denial that it "can see no early hope of extending television service into western and northern Manitoba, desirable though this may be."


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## Spritely contest

The mushrooming sports car craze aided KCEE Tucson, Ariz. in its first anniversary promotion.

The station cooperated with Union Oil of California, Precision Motors (local sports car dealer) and the local branch of the Sports Car Club of America. The promotion revolved around an Austin Healey Sprite, with contestants guessing how far the car would go on a gallon of Union Oil 7600 gas. Prize in the contest—the Austin Healey Sprite.

Almost 20,000 contestants picked up entry blanks from Union Oil dealers. On the day of the Pacific Coast Sports Car Championship Races, held in Tucson, the Sprite raced through the main streets of the city (behind appropriate police escort) and onto the race track.

When it finally ran out of fuel, the car had traveled 47 miles, 2,692 feet. The winner, a 45-year-old shoe repair man had guessed just 35 feet, 5 inches short of the distance made.

The station also profited commercially from the promotion as Precision Motors purchased complete coverage of the races and several Union Oil dealers purchased spots to promote the contest.

## Christmas spectacular

Choirs from all over Eastern Iowa have been invited to participate in a special 90-minute program — *Iowa Sings at Christmas*—to be presented on Christmas Eve on WMT-TV Cedar Rapids.

Choirs from churches, high schools and colleges are video taping 10-minute segments of Christmas music. These segments will then be edited and assembled into the final 90-minute program. Approximately 30 choirs with an estimated 1,100 voices will take part.

The choirs are allowed some duplication of music, as parts left out of the Christmas Eve program will be used in special daily 10-minute programs for a 10-day period prior to the holiday.

The show lends itself well to extensive promotion through the small town press of groups involved and in church bulletins of the participating choirs.

## The 'real' you

Radio listeners sound asleep in McCamey, Tex. have been offered the opportunity of learning about their "real" selves without having to resort to a psychiatrist's couch or Freud's treatise on dream interpretation.

Starting Nov. 16, KCMR began broadcasting personality improvement programs to sleeping listeners from 5:30-6 a.m. The series, entitled "'Discovering the Real, Dynamic You" is based on the writings of philosophers and noted medical authorities as well as the Bible.

Joe Martin, station owner, said he looks to this new program as a possibility for opening up a listening audience that hasn't been approached or developed.

Unlike other sleep teaching courses, the producers of the radio sleep program recommend that those awake during the early morning hours listen for the sound advice the show has to offer.

Station officials announced that the program has been sold to a local sponsor "who is interested not only in making a sale, but in the individual himself."

## 'That man' is here again!

Santa Claus is coming to town! This is the word being aired daily by tv-radio stations across the land.

In two cities, at least, he's already arrived. WROC-TV Rochester, N.Y. arranged to fly St. Nick in by helicopter on Thanksgiving Day, and KDKA-TV Pittsburgh had the city's "official" Santa arrive by boat on the Allegheny River Friday, Nov. 27.

Santa appears on WROC-TV on a weekly half-hour program, while in Pittsburgh, he's on KDKA-TV for 10 minutes each evening.

This is the second year that KDKA-TV has arranged a special promotion revolving around the "official" Santa. For several days prior to the arrival, KDKA-TV telecasts a "Santa Claus" program, sponsored by Horne's department store. During his stay in the city, the department store is his "official home."

Horne officials commented after last year's promotion that "though our Santa promotion was shorter than in previous years, we had more children in the store than ever before."

Improved medical techniques have cut the TB death rate. Needed: A way to prevent active tuberculosis in the 40 million Americans infected.

Anti-TB drugs save many lives, but don't work for all. Needed: Studies to improve drugs' usefulness, to develop new drugs.

Help solve vital TB problems. Your Christmas Seal contribution can help research find new weapons against TB. Answer your Christmas Seal letter today, please.

**Fight TB with Christmas Seals**

This space contributed to the National Tuberculosis Association and its affiliates by

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## • Drumbeats

**Never too late** • Do you drink coffee to stay awake for post-midnight movies on tv? At least 2,310 Philadelphia viewers evidently do. WCAU-TV there had that many people accept its offer to join free coffee-breaks during its nightly *Late Late Show*, which starts at 12:45 a.m. Between 1:15 and 1:30 a.m., for 14 nights, one announcement was made asking viewers to send in postcards to order their free coffee—two one-cup packets of the instant variety. The station's bonus was increased sales of spots for the wee hours. Saturday nights were excluded from the promotion, WCAU-TV said, because the program generally attracts its largest audience on that night.

**Promotion tips** • CBS-TV is sending publicity men and station managers of affiliated stations a regular newsletter, "Items." It briefs stations on show publicity opportunities and serves as a clearing house for such information as star itineraries, station activities and events calendar. The new publication is part of a stepped-up program of publicity liaison with affiliates.

**Getting personal** • Calling local radio the medium of "personal involvement," Peters, Griffin, Woodward Inc., New York, last week introduced a new spot radio presentation entitled "Personally Speaking" to advertisers and agencies. The 15-minute tape-recorded presentation depicts the medium as a vital community force with each station orienting and identifying itself closely with the needs and desires of the people in its own community. Included are examples of public service promotions, sales success stories, how station personalities integrate themselves with the community through personal appearances, etc. PGW demonstrates spot radio as "a medium with impact, personal identity and personal involvement." The presentation involves only the use of a Geloso tape recorder, which resembles a small radio.

**Old-timers** • CFRN Edmonton, Alta., has started a Quarter-Century Club for advertisers, marking 25 years of the station's operations. There are seven charter members in the advertising club who have advertised continuously on CFRN since its opening in 1934.

**Double dose** • For fans of singer Andy Williams, Friday, Nov. 13 was a lucky day. Mr. Williams, appearing in Pittsburgh's Holiday House nightclub was treated to a rare view of himself by WIIC (TV). The station arranged for a color tv set to be installed on the nightclub floor so that Mr. Williams and his audience could view his taped performance on the NBC show *Music From Shubert Alley*. The singer finished his nightclub performance just seconds prior to the telecast and then treated his "live" audience to a pantomime of his video taped numbers.

**Art for cash's sake** • Museum guards, well-armed and nervously gem-sitting for a jewel collection worth over half-a-million dollars, were understandably upset when flashlights pierced the gloom surrounding Cincinnati's Art Museum the night of Nov. 17. It seems that listeners of WCPO, that city, had interpreted the latest set of clues broadcast in the station's $1000 treasure hunt to mean that the cash was stashed on the museum's grounds. The local police were alerted by the guards and arrived before any of the cash-seekers were shot. WCPO promptly started announcements warning that the "treasure" was not hidden anywhere near the museum and that, for safety's sake, listeners had best seek elsewhere.

**Young imbibers** • School children by the thousands sipped cocktails in Plymouth, Mass. on a Sunday afternoon (Nov. 15). WPLM, there, which sponsored the event, reports the youngsters drank their toasts in cranberry juice to emphasize the fact that the local cranberry industry's product was untainted with the "controversial spray used in other parts of the country."

**San Diego style snow** • The sun was shining brightly and the thermometer read 71 degrees when San Diego, Calif. police received a call—"Investigate report of cars being snowballed!" For the

**High promotion** • WKRC-TV Cincinnati went to the heights to attract attention for the CBS-TV program, *Tightrope*. While hundreds gaped from below, Frank Cook, well-known high-wire performer ran through his stunts over Fountain Square.

## 'Voice' winners

Fifty-one state and District of Columbia winners of Voice of Democracy script contests will be guests of sponsoring associations at a luncheon to be held Feb. 24 at the Statler Hotel, Washington. The national VOD winner will be announced at that time. Winning contestants will be given four-day all-expense trips to Washington, with a $1,500 scholarship going to the national winner.

School, area, city and state VOD contests have been held during recent weeks. State winners will be selected in December. Sponsoring the contest are NAB, Electronic Industries Assn., state broadcaster associations and the Veterans of Foreign Wars. The contest is endorsed by the U.S. Office of Education.


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## Philly stations carry torch for charity

Radio and television stations of the greater Philadelphia area and their air personalities gave a large assist to the United Fund Torch Drive of that city which netted a record $13,161,221. Manning a special bus, the city's broadcasters conducted street corner rallies, and drummed enthusiasm by exhorting participation to noon crowds.

The most popular tv personalities crossed station and network boundaries to pass a lighted torch on the air from station to station for a two-week period. Arrangements for this unusual promotion were worked out by Raymond W. Welpott, general manager of WRCV-AM-TV, who served as head of the radio-tv committee.

Mayor Richardson Dilworth, citing the contribution made by local broadcasters, said: "The broadcasters of this area have proved by their all-out cooperation that they are an integral part of the life of this community . . . "

Among the stations participating in the support of more than 250 health and welfare agencies were: WCAU-AM-TV, WDAS, WFIL-AM-TV, WFLN, WHAT, WIP, WJMJ, WPEN and WRCV-AM-TV.

opening of a new suburban home development, KFMB San Diego sponsored a "Snowman Building" contest. Since snow is unknown in the Southern California city, the station ordered two tons of "snow" from a local ice company. Mayhem broke loose when the contest began. Instead of snowmen, the crowd manufactured snowballs, one of which landed in the middle of KFMB's remote turntable. At this point, the station threw in its gloves. To add to the confusion, the KFMB news wagon got stuck in the "snow" and had to be pushed out.

**Safecrackers fail** • Thousands of listeners of WAPI Birmingham, Ala., tried their hand at cracking a safe containing $10,070. Each listener, armed with a safe cracking "permit" had one minute to work his combination on the safe, located in a shopping center. After three days, no one had found the right combination so the money was returned to WAPI's bank account.

**Monumental city** • A 20-minute color-sound film, telling the story of Baltimore, Md. has been produced by WJZ-TV, that city. The film claims that Baltimore is growing faster than any other east coast city. WJZ-TV is also making the film available to all Baltimore advertising media interested in promoting the city. A shorter version has been made for use by civic, professional and educational organizations.

## FOR THE RECORD

# Station Authorizations, Applications

*As Compiled by* BROADCASTING

**November 25 through December 1. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.**

### Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

### New Tv Stations

**APPLICATION**

**Tacoma, Wash.—School District #10.**, uhf ch. 62 (758-764 mc); ERP 21.28 kw vis., 11.49 kw aur.; antenna height above average terrain 420.5 ft. Estimated construction cost $125,000, first year operating cost $38,260. P.O. address Box 1357, Tacoma, Wash. Trans. and studio location 1101 S. Yakima Ave., Tacoma. Geographic coordinates 47° 15' 8" N. Lat., 122° 26' 46" W. Long. Transmitter RCA TTU-1B, antenna RCA TFU 27DH. Ann. Nov. 25.

### Existing Tv Stations

**ACTIONS BY FCC**

**KTVR (TV) Denver, Colo.**—Granted (1) renewal of license of KTVR (TV) and (2) assignment of licenses to **Gotham Bcstg. Corp.** No change in ownership involved. Ann. Nov. 27.

**WESH-TV Daytona Beach, Fla.**—Denied request for waiver of Sec. 3.652(a) of rules to identify itself with Orlando as well as Daytona Beach. Chmn. Doerfer dissented. Ann. Nov. 30.

**KLOR-TV Provo, Utah**—Granted waiver of Sec. 3.652(a) of rules to identify itself with Salt Lake City as well as Provo. Comrs. Bartley and Foru dissented. Ann. Nov. 30.

### Tv Translators

**ACTIONS BY FCC**

**Citizens T. V. Inc., Milton-Freewater, Ore.**—Granted application for new tv translator station on ch. 79 to translate programs of KREM-TV (ch. 2), Spokane, Wash. This is applicant's second local translator grant. Ann. Nov. 27.

By order, Commission extended from Jan. 1, 1960 to Jan. 1, 1961 time for tv translator stations to comply with rules relating to suppression of out-of-band emissions, and extended from Sept. 1, 1959 to Sept. 1, 1960 time for limited-type approval of translator equipment meeting certain minimum requirements. Ann. Nov. 30.

### New Am Stations

**APPLICATIONS**

**Flagstaff, Ariz.—Flagstaff Bcstg.**, 930 kc, 1 kw D. P.O. address % Marvin J. Colangelo, Crocker Bldg., San Francisco, Calif. Estimated construction cost $30,395, first year operating cost $48,000, revenue $60,000. Applicants are **Howard G. Hetzler** 50%, **Marvin J. Colangelo** and **Joseph W. Rupley** 25% each. Mr. Hetzler is in cement business. Mr. Colangelo is attorney. Mr. Rupley is treasurer of Safeway Stores Inc., San Francisco, and 50% owner of KHOE Truckee, minority owner of KPOD Crescent City and KPON Anderson, all California. Ann. Nov. 25.

**Aitkin, Minn.—Lake Region Bcstg. Service**, 930 kc, 1 kw D. P.O. address % Albert H. Wiese, 9119 W. Lawn, Brentwood, Mo. Estimated construction cost $18,528, first year operating cost $28,040, revenue $39,500. Applicants are **Fred H. Moegle** and **Albert H. Wiese**, equal partners. Mr. Moegle is employe of KWK St. Louis. Mr. Wiese is also employe of that station. Ann. Nov. 25.

**Holly Springs, Miss.—Holly Springs Bcstg.**


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Co., 1500 kc, 1 kw D. P.O. address Holly Springs, Miss. Estimated construction cost $30,500, first year operating cost $38,000, revenue $45,000. Applicant is **Aaron B. Robinson** who is majority owner of WDXI-AM-TV Jackson, WTPR Paris, WENK Union City, WDXN Clarksville and WDXE Lawrenceburg, all Tennessee and WCMA Corinth, Miss. Ann. Nov. 30.

**Waynesville, Mo. — South Central Bcstrs. Inc.,** 1390 kc, 1 kw D. P.O. address Box 214, Lake Ozark, Mo. Estimated construction cost $12,877, first year operating cost $34,600, revenue $41,000. Applicants are John A. Millavich, G.A. McGillevry and Leslie P. Ware, 33⅓% each. Mr. Milalivich is doctor. Mr. McGillevry is resort owner. Mr. Ware has majority interests in KOKO Kirkwood, KLPW Union and KYRO Potosi, all Missouri. Ann. Nov. 30.

**Hamburg, N.Y.—Leon L. Sidell,** 1300 kc, 1 kw D. P.O. address 319 Main St., Buffalo, N.Y. Estimated construction cost $41,350, first year operating cost $48,500, revenue $60,000. Applicant is in real estate business. Ann. Nov. 30.

**Chadbourn, N.C.—Ebony Enterprises Inc.,** 1590 kc, 1 kw D. P.O. address 707 S. Franklin St., Whiteville, N.C. Estimated construction cost $9.525, first year operating cost $24,000, revenue $30,000. Principals include **T.M. Reynolds, Lester Moore, A.L. Singletary** and others 10%. Mr. Moore and Mr. Reynolds are school teachers. Mr. Singletary is farmer. Ann. Nov. 30.

**Laurinburg, N.C.—George W. Phillips,** 1300 kc, 500 w D. P.O. address 717 Biggs St., Laurinburg, N.C. Estimated construction cost $11,843, first year operating cost $18,500, revenue $26,000. Applicant is in tv service business. Ann. Nov. 25.

**Windber, Pa.—Ridge Radio Corp.,** 1350 kc, 1 kw D. P.O. address 1217 Graham Ave., Windber, Pa. Estimated construction cost $19,091, first year operating cost $54,000, revenue $60,000. Principals include **Zearl Estep, Robert Machtley, Vladimer Timko** and others 12¼%. Mr. Estep is in real estate; Mr. Timko owns bowling alley; Mr. Machtley is in dairy business. Ann. Nov. 30.

## Existing Am Stations

### ACTIONS BY FCC

**KSCO Santa Cruz, Calif.**—Cp to increase daytime power from 1 kw to 10 kw and install new trans. for daytime use (two main trans.) (1080 kc). Ann. Dec. 1.

**KRBO Las Vegas, Nev.**—Granted license for am station. Ann. Nov. 27.

**WPET Greensboro, N.C.**—Granted assignment of license to **WPET Inc.**; consideration $170,562. **James S. Beattie,** assignee president, has interest in WELE Daytona Beach, Fla., and WBUT Butler, Pa. Ann. Nov. 27.

**WENT Gloversville, N.Y.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Dec. 1.

**WKOK Sunbury, Pa.**—Granted waiver of Sec. 1.351 of rules to permit processing application for change of facilities from 1240 kc, 250 w, Unl. to 1070 kc, 1 kw-N, 10 kw-LS, DA-2. Comr. Ford dissented. Ann. Nov. 27.

**WCAY Cayce, S.C.**—Granted assignment of license to **Lexington County Bcstrs. Inc.** (present owners and **Hal Simms,** latter to pay $1,000 for 10% interest). Ann. Nov. 27.

**WESC Greenville, S.C.**—Granted waiver of Sec. 1.351 of rules to permit processing application for increased power from 5 kw to 10 kw DA, continuing operation on 660 kc, D. Comr. Ford dissented. Ann. Nov. 27.

**WCAW Charleston, W. Va.**—Is being advised that application to increase daytime power from 250 w to 10 kw DA-2, continuing operation on 680 kc with 250 w-N will be subject to provisions of amended Sec. 1.351(d) of rules which provides that, effective Nov. 30, action on applications proposing this type of operation will be postponed pending conclusion of Clear Channel proceeding. Comr. Lee dissented. Ann. Nov. 27.

**WDOR Sturgeon Bay, Wisc.**—Cp to increase power from 500 w to 1 kw (910 kc). Ann. Dec. 1.

### APPLICATIONS

**WPLK Rockmart, Ga.**—Cp to increase power from 250 w to 500 w and install new trans. (1220 kc). Ann. Nov. 30.

**KIRX Kirksville, Mo.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. Nov. 30.

**WMNT Manati, P.R.**—Mod. of cp (which auth. new standard broadcast station) to increase day power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Nov. 30.

## New Fm Stations

### ACTION BY FCC

***Parsons, Kan.—Board of Education.,** Granted 91.1 mc, 10 kw. P.O. address Parsons, Kan. Estimated construction cost $1,469, first year operating cost $500. Ann. Nov. 27.

### APPLICATIONS

**Phoenix, Ariz.—KTAR Bcstg. Co.,** 98.7 mc, 57.4 kw. P.O. address 1101 N. Central Ave., Phoenix, Ariz. Estimated construction cost $24,765, first year operating cost $10,000, revenue $12,000. KTAR Bcstg. Co. is licensee of KTAR Phoenix; applicant fm will duplicate am programming. Ann. Nov. 25.

**Boise, Idaho—Boise Valley Bcstrs. Inc.,** 97.9 mc, 5 kw. P.O. address Box 1809 Boise, Idaho. Estimated construction cost $20,688, first year operating cost $12,000. Boise Valley Bcstrs. Inc. is licensee of KBOI-AM-TV Boise. Applicant fm will duplicate am programming. Ann. Nov. 30.

**Chicago, Ill.—Radio America,** 106.7 mc, 60 kw. P.O. address 161 E. Erie St., Chicago, Ill. Estimated construction cost $26,000, first year operating cost $60,000, revenue $84,000. Applicants are **Walter A. Hotz** 80% and **Charles W. Kline** 20%. Mr. Hotz is employe of film recording company. Mr. Kline is management consultant. Ann. Nov. 16.

**Des Moines, Iowa—Percy B. Crawford,** 97.3 mc, 100.9 kw. P.O. address Box 1, Philadelphia, Pa. Estimated construction cost $49,832, first year operating cost $30,000, revenue $34,000. Applicant is owner of WMUZ (FM) Detroit, WDAC Lancaster, Pa., and has interest in WPCA-TV Camden, N.J. Ann. Nov. 25.

**Seattle, Wash.—Plains Radio Bcstg. Co.,** 102.5 mc, 19.2 kw. P.O. address Amarillo, Tex. Estimated construction cost $34,972, first year operating cost $36,000, revenue $45,000. Globe-News Publishing Co. is 81% owner of Plains Radio, licensee of KGNC-AM-FM Amarillo, KFYO Lubbock, both Texas Globe-News Pub. Co. is licensee of KGNC-TV Amarillo. Ann. Nov. 30.

**Isabela, P.R.—Sergio Martinez Caraballo,** 1390 kc, 500 w-N, 1 kw D. P.O. address Box 533, Isabela, P.R. Estimated construction cost $9,877, first year operating cost $13,257, revenue $30,000. Applicant is public accountant. Ann. Nov. 30.

## Ownership Changes

### ACTIONS BY FCC

**KKIS Pittsburg, Calif.**—Granted (f) renewal of license and (2) assignment of licenses to **Kay Kis Corp.**; consideration $350,000. Assignee is 80% owned by Kankakee Daily Journal (WKAN Kankakee, and WRRR Rockford, both Illinois). Ann. Nov. 27.

**KZIX Fort Collins, Colo.**—Granted transfer of control from **Cecil H. Boyd,** et al., to **Pea Ridge Bcstrs. Inc.**; consideration $35,000. **Leslie P. Ware,** transferee president, is also principal owner of KLPW Union; KYRO Potosi and KOKO Warrensburg, all Missouri. Ann. Nov. 27.

**WBZY Torrington, Conn.**—Granted transfer of control from **Albert Capstaff** to **Bernard J. Zucker** who will pay $28,000 for 69.66% interest. Comr. Bartley dissented. Ann. Nov. 27.

**WBRO Waynesboro, Ga.**—Granted assignment of license to **WBRO Inc.** (WJAT Swainsboro, Ga.); consideration $43,500. Ann. Nov. 27.

**WASK Lafayette, Ind.** — Granted relinquishment of negative control by **D & B Equipment Corp.** through issuance of new stock to **Warren N. Eggleston.** Ann. Nov. 27.

**WRGP-TV Chattonooga, Tenn.**—Granted transfer of control from **Ramon G.** and **Helen H. Patterson** to **WSTV Inc.**; consideration $1,675,000, subject to adjustments, for 70% interest. (Transferee is licensee of WSTV - AM - FM - TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; KMLB-AM-FM Monroe, La., and WBOY-AM-TV Clarksburg, and WPAR and WAAM-FM Parkersburg, both West Virginia.) Comr. Bartley dissented. Ann. Nov. 27.

**KODI Cody, Wyo.**—Granted (1) renewal of license and (2) transfer of control from **R. B. Croft** and **W. E. Killmer** to **R. B. Beall** (now ⅓ owner) and **Glenn E. Neilson** who will jointly pay $30,000 to obtain 100% interest. Ann. Nov. 27.

Commission granted applications for transfer of control of licenses of five tv stations and two am stations from **J. H. Whitney & Co.,** first to **John Hay Whitney,** then to **Whitney Communications Corp.** (100% owned by John Hay Whitney), and then to **Corteico Inc.** (100% owned by Whitney Communications Corp.). It involves stock distribution in connection with readjustment of business interests of J. H. Whitney & Co. partnership. Mr. Whitney increases his interest in subject stations from 48% to 85%. Stations concerned are KOTV (TV) ch. 6 (KOTV Inc.), Tulsa, Okla.; WANE-TV ch. 15 and WANE (Indiana Bcstg. Corp.) Fort Wayne, Ind.; WISH-TV ch. 8, and WISH (Indiana Bcstg. Corp.) Indianapolis, Ind.; KHOU-TV ch. 11 (Gulf Television Corp.) Houston, Tex., and KXTV (TV) ch. 10 (Great Western Bcstg. Corp.) Sacramento, Calif. Comr. Bartley dissented. Ann. Nov. 27.

### APPLICATIONS

**KOVR (TV) Stockton, Calif.** — Seeks transfer of control of **Television Diablo Inc.** from **Gannett Inc.** to **Metropolitan Bcstg. Corp.** for $1,391,000 plus payments of debt totaling $1,466,879. Metropolitan Bcstg. Corp. is licensee of WNEW-AM-FM-TV New York, WTTG (TV) Washington, D.C., and WHK-AM-FM Cleveland, Ohio. Ann. Nov. 25.

**WILI Willimantic, Conn.**—Seeks assignment of license from **Herbert C. Rice,** sole owner, to **Willie Bcstg. Co.** Change to corporate business, no ownership changes involved. Ann. Nov. 25.

**KRNT-TV Des Moines, Iowa**—Seeks assignment of license from **KRNT-TV Co.** to **Cowles Bcstg. Co.** Corporation dissolve into parent company. No ownership changes or financial consideration involved. Ann. Nov. 30.

**WMAB Munising, Mich.** — Seeks assignment of license of **Munising Alger Bcstg. Co.** from **Stanley L. Sadak, Charles A. Symon** and **John E. Codding** 33⅓% each to Messrs. Sadak and Symon, equal partners. Ann. Dec. 1.

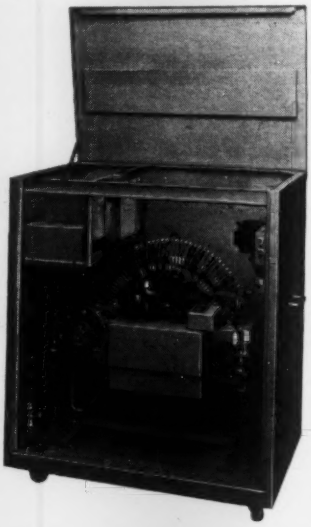
**WBAI-FM New York, N.Y.**—Seeks transfer of control of **WBAI-FM Inc.** from **Louis Schweitzer** to **Pacifica Foundation** for no financial consideration. Pacifica Foundation owns KPFA (FM) Berkeley and KPFK (FM) Los Angeles. Stations are run on listener-subscription basis. Mr. Schweitzer, on making gift, stated need for similar service in New York area. Ann. Nov. 25.

**WFLB-AM-TV Fayetteville, N.C.** — Seeks transfer of control of **Fayetteville Bcstrs. Inc.** from **John W. Hensdale** and others 12½% to Mr. Hensdale 43.8% and others for $1,000 for each 112 shares. Ann. Nov. 30.

**KGYN Guymon, Okla.**—Seeks transfer of control of **Plaines Bcstg. Inc.** from **T. M. Raburn Jr.** 40% and **John B.** 20%, **Joyce H. Gray** 10% and **H. C. Hitch Jr.** 30%, to Mr. Raburn Jr., sole owner, for $98,250. Mr. Raburn Jr. is former station manager of KGYN. Ann. Nov. 25.

**KVAS Astoria, Ore.**—Seeks assignment of license of **Lower Columbia Bcstg. Inc.** from **William T. Moore** 83.34% and others to Mr.

# Equipping a Radio Station?



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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through December 1

| | ON AIR | | CP | TOTAL APPLICATIONS |
|---|---|---|---|---|
| | Lic. | Cps. | Not on air | For new stations |
| AM | 3,384 | 61 | 79 | 744 |
| FM | 607 | 61 | 158 | 119 |
| TV | 466[1] | 57 | 98 | 131 |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through December 1

| | VHF | UHF | TOTAL |
|---|---|---|---|
| Commercial | 446 | 76 | 522 |
| Non-commercial | 33 | 10 | 43 |

## COMMERCIAL STATION BOXSCORE

As reported by FCC through October 31, 1959

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 3,366 | 605 | 466[1] |
| CPs on air (new stations) | 62 | 51 | 55[2] |
| CPs not on air (new stations) | 97 | 159 | 97 |
| Total authorized stations | 3,525 | 816 | 669 |
| Applications for new stations (not in hearing) | 487 | 77 | 59 |
| Applications for new stations (in hearing) | 240 | 28 | 67 |
| Total applications for new stations | 727 | 105 | 126 |
| Applications for major changes (not in hearing) | 627 | 28 | 29 |
| Applications for major changes (in hearing) | 167 | 6 | 17 |
| Total applications for major changes | 794 | 34 | 46 |
| Licenses deleted | 1 | 1 | 1 |
| CPs deleted | 0 | 0 | 1 |

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Moore 51.0%, **Charles A. Farmer** 25.0% and others, for $10,000 paid by Mr. Farmer for his shares. Ann. Dec. 1.

**KWAT Watertown, S.D.** — Seeks assignment of license from **Midland National Life Bcstg. Co.** to **Midland National Life Insurance Co.** for $115,311. Applicant formerly owned KWAT until March 1958. Ann. Nov. 25.

**KLEW-TV Lewiston, Idaho** — Seeks assignment of license from **Lewiston Tv Co.** to **Cascade Bcstg. Co.** Merger into parent company; no ownership changes involved. Ann. Nov. 30.

**KFDA-TV Amarillo, Tex.**—Seeks involuntary transfer of control of **Amarillo Bcstg. Co.** from **S. W. Richardson** 62.07%, deceased, to **Howell E. Smith, Perry R. Bass** and **John B. Connally,** executors of estate. Ann. Nov. 25.

**KMIL Cameron, Tex.**—Seeks assignment of license from **Milam Bcstg. Ltd.** to **Milam Bcstg. Co.** for $52,250. Applicants are **N. L. Caperton** and **Wilfred E. Smitherman,** equal partners. Mr. Caperton has minority interest in KMIL Cameron where Mr. Smitherman is employed. Ann. Dec. 1.

**KFJZ-AM-FM-TV Fort Worth, Tex.**—Seeks involuntary transfer of control of **Tarrant Bcstg. Co.** (am-fm licensee) and **Texas State Network Inc.** (tv licensee) from **S. W. Richardson,** 62.07%, deceased, to **Howell E. Smith, Perry R. Bass** and **John B. Connally,** executors of estate. Texas State Network Inc. owns Tarrant Bcstg. Co., KFDA-TV Amarillo and KRIO McAllen, both Texas. Ann. Nov. 25.

**KRIO McAllen, Tex.**—Seeks involuntary transfer of control of **Valley Bcstg. Inc.** from **S. W. Richardson,** 62.07%, deceased, to **Howell E. Smith, Perry R. Bass** and **John B. Connally,** executors of estate. Ann. Nov. 25.

**KOYL Odessa, Tex.** — Seeks transfer of control from **Mid-Cities Bcstg. Co.** and **Lowell J.** and **Edward L. Roskelley,** equal partners, to **Mid-Cities Bcstg. Corp.** and **Lowell J.** 25% and **Edward L. Roskelley** 75%. Change to corporate business, no financial consideration involved. Ann. Nov. 30.

**KBAS-TV Ephrata, Wash.**—Seeks assignment of cp from **Basin Tv Co.** to **Cascade Bcstg. Co.** Merger into parent company; no ownership changes involved. Ann. Nov. 30.

**KEPR Kennewick-Richland-Pasco, Wash.** —Seeks assignment of license from **KEPR Inc.** to **Cascade Bcstg. Co.** Merger into parent company; no ownership changes involved. Ann. Nov. 30.

**KWIQ Moses Lake, Wash.**—Seeks assignment of license from **Central Basin Bcstg. Corp.** to **Cascade Bcstg. Co.** Merger into parent company; no ownership changes involved. Ann. Nov. 30.

## Hearing Cases

### STAFF INSTRUCTIONS

Commission on Nov. 27 directed preparation of document looking toward granting application of Jane A. Roberts for license to cover cp for new am station (KCFI) to operate on 1250 kc, 500 w DA-D, in Cedar Falls, Iowa. May 28 initial decision looked toward denial. Ann. Nov. 27.

Commission on Nov. 27 directed preparation of document looking toward denying application of Cy Blumenthal, tr/as Denbigh Bcstg. Co. for new am station to operate on 1570 kc, 250 w-D, in Denbigh, Va. March 26 initial decision looked toward this action. Ann. Nov. 27.

### INITIAL DECISIONS

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications of John Laurino for new am station to operate on 1430 kc 1 kw D, in Ashland, Va., and The Capital Bcstg. Co. to increase daytime power of WNAV Annapolis, Md., from 1 kw to 5 kw, continuing operation on 1430 kc, 1 kw-N, DA-N, with engineering condition. Ann. Nov. 25.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Jack W. Hawkins for new am station to operate on 790 kc 1 kw D, in Blanding, Utah. Ann. Nov. 25.

### OTHER ACTIONS

By memorandum opinion and order, Commission granted petition by S&S Bcstg. Co. (WTAQ) La Grange, Ill., to extent of adding condition to July 29 grant of application of Vincent G. Cofey and Benjamin A. Oswalt to change facilities of WMRO Aurora, Ill., on 1280 kc from 250 w-D, to 500 w-N, 1 kw-LS, DA-2 that grant is without prejudice to grant of pending application of WTAQ to increase power on 1300 kc from 500 w to 1 kw; denied WTAQ petition for reconsideration insofar as it requested simultaneous grant of its application. Comrs. Lee and Ford dissented and voted to grant petition for reconsideration. Ann. Dec. 1.

By memorandum opinion and order, Commission (1) denied petitions by WKOX Inc., for reconsideration of May 21, 1958 action denying petition for immediate consideration and grant of application to modify its license for station WKOX Framingham, Mass. (1190 kc, 1 kw-D) to specify limited-time operation to local sunset at Fort Wayne, Ind., and (2) returned as unacceptable for filing its amendment tendered Nov. 5, for "specified hours." Comr. Bartley dissented. Ann. Nov. 27.

**Orchards Community Television Assn. Inc., Lewiston, Idaho**—Is being advised that applications to replace expired permit for

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tv translator station K76AH and for renewal of license of tv translator station K70BA indicate necessity of hearing. Ann. Nov. 27.

By memorandum opinion and order, Commission denied petition by Anthony Wayne Television Corp. for rehearing, reopening of record, and enlargement of issues in Toledo, Ohio, tv ch. 11 proceedings et al., except to extent of making minor changes, not of substantial significance, to July 23, 1958 decision which granted application of The Community Bcstg. Co. and denied competing applications of The Toledo Blade Co., Unity Corp Inc., The Citizens Bcstg. Co., Maumee Valley Bcstg. Co., Great Lakes Bcstg. Co., and Anthony Wayne. Comr. Cross not participating. Ann. Nov. 27.

By memorandum opinion and order, Commission granted joint petition by Irvenna Bcstg. Co., Irvine, Ky., and John K. Rogers, Bristol, Tenn., severed their am applications and that of Kingsport Bcstg. Inc. (WKPT) Kingsport, Tenn., from consolidated hearing et al., and placed these applications in separate consolidated proceeding on specified issues. Ann. Nov. 27.

By memorandum opinion and order, Commission granted petition by Newton Bcstg. Co. and deleted issue relating to suitability of its trans. site for proposed am station in Newton, Mass. Ann Nov. 27.

By memorandum opinion and order, Commission denied petitions by Harvey Radio Laboratories Inc., for (1) reconsideration of Sept. 10, 1958 action denying request for immediate consideration of application to change facilities of WTAO Cambridge, Mass., from 740 kc, 250 w-D, to limited-time operation on 720 kc, 5 kw from local sunrise, Cambridge, to local sunset limited to WGN Chicago, Ill., (2) vacate Sept. 18, 1959 order amending Sec. 1.351 of procedural rules in conformity with simultaneous action in daytime skywave proceeding, and (3) immediately consider WTAO application comparatively with pending application of WGN Inc., for renewal of license of WGN Chicago, Comr. Lee not participating. Ann. Nov. 27.

By memorandum opinion and order, Commission denied petition by Tri-Counties Bcstg. Co. for (1) waiver of Sec. 1.351 of rules and immediate consideration of its application for new am station to operate on 670 kc 5 kw-D in Santa Barbara, Calif., (2) comparative consideration with pending application of National Bcstg. Co. for renewal of license of WMAQ Chicago, Ill., and (3) to vacate Sept. 18 order amending Sec. 1.351 of procedural rules in conformity with the simultaneous action in daytime skywave proceeding. Ann. Nov. 27.

By memorandum opinion and order, Commission, on its own motion, set aside Sept. 23 grants of applications of Old Belt Bcstg. Corp., South Hill, Va., and Patrick Henry Bcstg. Corp., Martinsville, Va., to increase power of their stations WJWS and WHEE respectively, from 1 kw to 5 kw (1370 kc-D), and designated applications for evidentiary hearing; dismissed certain related pleadings by Martinsville Bcstg. Inc. (WMVA) Martinsville, Va., but made latter party to proceeding. Comr. Cross concurred. Ann. Nov. 27.

By memorandum opinion and order, Commission granted protest and petition for reconsideration by Television Corp. of Michigan (WILX-TV ch. 10), Onondaga, Mich., to extent of postponing Sept. 22 grant and ordering evidentiary hearing on application of WOOD Bcstg. Inc., to change trans. location of WOOD-TV (ch. 8), Grand Rapids, from 10 miles northeast of that city to site 19 miles southeast thereof, make changes in ant. system and other equipment, and increase ant. height by two feet—to 1,000 ft.; made protestant party to proceeding. Ann. Nov. 27.

**WONW Defiance, Ohio**—Designated for hearing application to change operation on 1280 kc from 500 w, DA-N, unl. to 500 w-N, 1 kw-LS, DA-N; made WFYC Alma, Mich., party to proceeding. Ann. Nov. 27.

**Laramie Bcstrs., Laramie, Wyo.; KCMS Manitou Springs, Colo.; KBOL Boulder, Colo.; T.I. Moseley, Denver, Colo.**—Designated for consolidated hearing applications involving operation on 1490 kc (Moseley on 1470 kc); made KGOS Torrington, Wyo.; KYSN Colorado Springs, KOLR Sterling, and KUDY Littleton, all Colorado, parties to proceeding, and KCMS and KBOL parties as to their existing operations. Ann. Nov. 27.

**KIST Santa Barbara, Calif.; KDOL Mojave, Calif.; KATY San Luis Obispo, Calif.; KOMY, Watsonville, Calif.; KMAK Fresno, Calif.**—Consolidated applications involving changed operations on 1340 kc in hearing with those of James E. Walley, Oroville, Calif., KATO Reno, Nev.; KSRO Santa Rosa, Calif., and Sanval Bcstrs., Oroville, Calif.; made KFAC Los Angeles; KGB Inc., San Diego, and Los Banos Bcstg. Co., Los Banos, Calif.; parties to proceeding, and KIST, KATY, KOMY, and KMAK parties respondent with respect to their existing stations; denied Mr. Walley's request to be given status of existing licensee in relation to KOMY. Ann. Nov. 27.

By memorandum opinion and order, Commission granted petition for reconsideration by Russell G. Salter, applicant for new am station in Aurora, Ill., to extent of adding condition to July 29 grant of application of Vincent G. Cofey and Benjamin A. Oswalt to change facilities of station WMRO Aurora, on 1280 kc from 250 w-D to 500 w-N, 1 kw-LS, DA-2 that, if Salter application is granted, WMRO shall cooperate with Mr. Salter in correction of any mutual cross-modulation, inter-modulation or interaction problems that may occur as result of simultaneous operation of two stations. Ann. Nov. 30.

By memorandum opinion and order, Commission (1) denied petition by John M. Norris for immediate consideration of his application to change facilities of WGCB Red Lion, Pa., from 1440 kc, 1 kw-D, to 820 kc, 1 kw, DA-D; (2) ordered that pending applications of A.H. Belo Corp. and Carter Publications Inc., for renewal of licenses of WFAA Dallas, and WBAP Fort Worth, both Texas, respectively, be processed for prompt consideration by Commission. Comr. Lee not participating. Ann. Nov. 27.

## Routine Roundup

### ACTIONS ON MOTIONS

**By Commissioner Robert T. Bartley**

Granted petition by Broadcast Bureau for extension of time to Dec. 2 to file exceptions to initial decision in proceeding on applications of Liberty Television Inc. and KEED Inc., for new tv stations to operate on ch. 9 in Eugene, Ore. Action Nov. 30.

Granted petition by Broadcast Bureau for extension of time to Dec. 15 to file exceptions and to Jan. 15, 1960 for replies in proceeding on applications of Armin H. Wittenberg Jr., and Pasadena Presbyterian Church for fm facilities in Los Angeles and Pasadena, both California. Action Nov. 30.

Granted petition by Broadcast Bureau for extension of time to Dec. 4 to file exceptions to initial decision in proceeding on applications of Capitol Bcstg. Co. and W. A. Pomeroy for new am stations in East Lansing and Tawas City-East Tawas, both Michigan. Action Nov. 23.

Scheduled hearing for Jan. 28, 1960 on application of Ulster County Bcstg. Co. for new am station in Ellenville, N.Y. Action Nov. 23.

**By Chief Hearing Examiner James D. Cunningham**

Granted petition by Virgin Islands Bcstg. System to extent that it involves dismissal of its application for additional time to construct station WDTV Christiansted, V.I.; dismissed application with prejudice. Action Nov. 24.

## Letter to WGMA

Commission addressed following letter to Melody Music Inc., licensee of WGMA Hollywood, Fla.:

"This is with reference to (1) your license to operate Station WGMA Hollywood, Florida, and (2) the hearings conducted by the Special Subcommittee on Legislative Oversight of the Committee on Interstate and Foreign Commerce concerning television quiz programs.

"Commission records indicate that the outstanding stock of Melody Music Inc. is owned in equal proportion (50% each) by Jack Barry and Daniel Enright; that Jack Barry is President, Treasurer and Director; that Daniel Enright is First Vice-President, Secretary and Director; and that Alfred Stettner is Second Vice-President and Director. The testimony in the above hearings before the Legislative Oversight Committee indicates that with respect to the NBC quiz shows 'Tic-Tac-Dough' and '21' originally owned and packaged by companies controlled by Jack Barry and Daniel Enright, questions and answers were supplied to contestants prior to their appearances on the programs; that a majority of the performances of '21' were 'controlled' in some manner; that on more than 75% of the 'Tic-Tac-Dough' shows, contestants were given questions and answers in advance; that Albert Freedman, producer of '21' furnished questions and answers to contestants; that Enright had knowledge of and approved such practices; that Enright did the same in certain instances; and that Enright was responsible for certain arrangements whereby contestants received less (and in one case more) than the amount they purportedly won. The testimony further reveals that Howard Felsher, producer of 'Tic-Tac-Dough' and Freedman, with Enright's knowledge and apparent approval, contacted various contestants on both shows prior to their appearance before the New York County District Attorney and/or the New York County Grand Jury in an effort to induce them to testify that they had not received assistance on either show; and that Edwin Slote, an attorney, in the presence of and with no objection from Daniel Enright, advised Alfred Davis and Arthur Franklin, public relations counsel to Barry and Enright, that they deny matters relating to said practices which they knew to be true.

"The above testimony raises serious questions concerning the character qualifications of Mr. Enright and whether Melody Music, Inc., of which he is an officer, director and 50% owner, is qualified to own and operate a broadcast facility. This letter is being sent to you to afford you an opportunity to submit a statement. Your response to this letter should with respect to the above matters. be submitted within twenty (20) days from the date hereof." Ann. Nov. 30.


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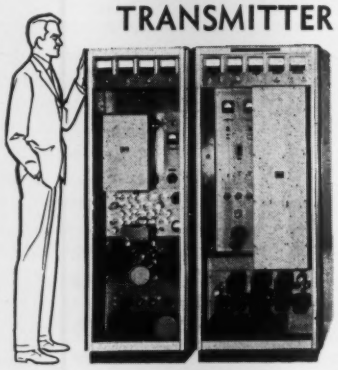

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Granted petition by Norman E. Kay for dismissal without prejudice of his application for am facilities in Del Mar, Calif. Inc. for dismissal without prejudice of its Action Nov. 25.

Granted petition by North Shore Bcstg. application for new am station in Wauwatosa, Wis., and retained in hearing status applications of Suburbanaire Inc., West Allis, and Watertown Radio Inc. (WTTN), Watertown, Wis.-Action Nov. 25.

Granted petition by Delaware County Bcstrs. for dismissal without prejudice of its application for new am station in Muncie, Ind., which was in consolidated proceeding with am applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action Nov. 25.

**By Hearing Examiner J. D. Bond**

Scheduled prehearing conference for Jan. 6, 1960 and continued hearing from Dec. 29 to date to be fixed by subsequent order in proceeding on am applications of Bill S. Lahm, Wisconsin Rapids, Wis., et al. Action Nov. 23.

Scheduled prehearing conference for Dec. 15 and continued hearing scheduled for that date to date to be fixed by subsequent order in proceeding on applications of Waco Radio Co., for new am station in Waco, Tex., et al. Action Nov. 25.

**By Hearing Examiner Thomas H. Donahue**

Upon joint request by all parties, continued hearing scheduled for Nov. 30 to date to be determined at prehearing conference to be held at 4 p.m., Dec. 21 in proceeding on am applications of Jefferson Radio Co., Irondale, Ala., and The Bessemer Bcstg. Inc. (WEZB) Bessemer, Ala. Action Nov. 25.

Scheduled prehearing conference for Dec. 7 in proceeding on applications of Hi-Fi Bcstg. Co. and Radio Hanover Inc., for new fm stations in York-Hanover, Pa. Action Nov. 30.

On own motion, scheduled prehearing conference for Dec. 3 and continued hearing scheduled for that date to date to be determined at prehearing conference in proceeding on applications of Island Teleradio Service Inc., and Supreme Bcstg. Inc. of Puerto Rico, for new tv stations to operate on ch. 10 in Charlotte Amalie, St. Thomas, V.I. Action Nov. 30.

**By Hearing Examiner Charles J. Frederick**

Granted petition by Herman Handloff for continuance of hearing from Nov. 24 to Jan. 12, 1960 in proceeding on his application for new am station in Newark, Del., et al. Action Nov. 23.

**By Hearing Examiner Millard F. French**

On own motion, ordered that further hearing in Lake Charles-Lafayette, La., tv ch. 3 proceeding will reconvene on Dec. 7. Action Nov. 25.

On own motion, scheduled further hearing for Dec. 14 in proceeding on applications of Northwest Bcstrs. Inc., and Rev. Haldane James Duff, for new am stations in Bellevue and Seattle, both Washington. Action Nov. 24.

**By Hearing Examiner Isadore A. Honig**

Granted petition by Federal Aviation Agency for extension of time to Jan. 8, 1960 for exchange of proposed technical exhibits and of lists of proposed witnesses and for continuance of hearing from Dec. 15 to Jan. 15, 1960 in proceeding on application of M & M Bcstg. Co. (WLUK-TV) Marinette, Wis. Action Nov. 30.

Granted motion by Telecolor Corp. (WTXL), West Springfield, Mass., received in evidence its exhibits 3 and 3-A and closed record in proceeding on its am application and that of The Tobacco Valley Bcstg. Co., Windsor, Conn.; scheduled Dec. 29 as terminal date for filing of proposed findings of fact and conclusions and Jan. 15, 1960 for filing of replies. Action Nov. 24.

**By Hearing Examiner H. Gifford Irion**

Continued indefinitely hearing scheduled for Nov. 23 in proceeding on application of Norman E. Kay for new am station in Del Mar, Calif. Action Nov. 20.

Scheduled further hearing conference for Dec. 4 at 2 p.m., in proceeding on applications of Walter L. Follmer for new am station in Hamilton, Ohio, et al. Action Nov 27.

**By Hearing Examiner Forest L. McClenning**

Pursuant to agreement reached at Nov. 27 prehearing conference, scheduled for Jan. 25, 1960 in proceeding on application of Los Banos Bcstg. Co., for new am station in Los Banos, Calif. Action Nov. 27.

Pursuant to agreement of parties, ordered that date for exchange of exhibits to be submitted as rebuttal evidence is extended from Nov. 27 to Dec. 4 in proceeding on am application of Suburban Bcstg. Inc. (WVIP), Mount Kisco, N.Y. Action Nov. 27.

Granted request by Beacon Bcstg. System Inc., Grafton-Cedarburg, Wis., for continuance of date for exchange of exhibits from Nov. 30 to Dec. 7 and from Dec. 3 to Dec. 10 for notification of witnesses to be called for cross-examination in proceeding on Beacon's am application, et al. Action Nov. 25.

Upon request by Satellite Center Radio Co., scheduled Nov. 25 at 2 p.m., oral argument on petition by Denver Bcstg. Co., for continuance of certain dates in proceeding on their applications for new am stations in Denver and Arvada, both Colorado. Action Nov. 24.

Scheduled further prehearing conference for Nov. 27 in proceeding on application of Los Banos Bcstg. Co. for new am station in Los Banos, Calif. Action Nov. 23.

On request by Coral Television Corp., scheduled further hearing conference for Nov. 25 in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action Nov. 23.

**By Hearing Examiner Herbert Sharfman**

Continued hearing from Dec. 1 to Dec. 16 in proceeding on applications of Herbert T. Graham and Triad Television Corp., for new am stations in Lansing, Mich. Action Nov. 25.

Commission on Nov. 27 granted point petition by E. Anthony & Sons Inc., Eastern States Bcstg. Corp. and New England Television Inc., and extended from Nov. 30 to Dec. 14 time for filing comments and from Dec. 10 to Dec. 24 time for filing replies in tv rulemaking proceeding which looks toward deleting ch. 6 from New Bedford, Mass. Action Nov. 25.

Rescheduled hearing now set for Jan. 4, 1960 for Dec. 17, 9:30 a.m., and scheduled Dec. 9 for applicant to furnish its written case and exhibits to Broadcast Bureau and hearing examiner in proceeding on application of Santa Rosa Bcstg. Co. for new am station in Santa Rosa, Calif. Action Nov. 23.

**By Hearing Examiner Elizabeth C. Smith**

Granted petition by Broadcast Bureau for extension of time to Dec. 10 to file response to petitions by Citizens Bcstg. Co. and to Dec. 14 by Caba Bcstg. Corp., to enlarge issues in proceeding on their applications which are in consolidated proceeding with am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al.; granted petition by East Virginia Bcstg. Co. for extension of time to Dec. 8 to file replies to petitions to enlarge issues in this proceeding by The Tidewater Bcstg. Co. (applicant) and The Department of Education of Puerto Rico (party respondent). Action Nov. 27.

Scheduled further hearing conference for Dec. 2 in proceeding on application of Bay Area Electronic Associates for new am station in Santa Rosa, Calif. Action Nov. 23.

Continued prehearing conference scheduled for Dec. 3 at 10 a.m., to same date at 1 p.m., in proceeding on am applications of Radio Muscle Shoals Inc. (WOWL), Florence, Ala., et al. Action Nov. 23.

**By Hearing Examiner Horace Stern**

Confirmed Nov. 20 astion at prehearing conference granting on record motion by WMAY-TV Inc., for leave to withdraw its appearance in Springfield, Ill., deintermixture rulemaking remand proceeding. Action Nov. 27.

## BROADCAST ACTIONS

**By Broadcast Bureau**

**Actions of November 25**

**WRGS Rogersville, Tenn.** — Granted assignment of licenses to **WRGS Inc.**

**KMYC-AM-FM Marysville, Calif.**—Granted assignment of licenses to **Carlton Bcstg. Corp.**

**WHAS-AM-TV Louisville, Ky.** — Granted transfer of control from **Courier-Journal** and **Louisville Times Co.** to **Barry Bingham**, individually and as trustee, et al.

**KETO-FM Seattle, Wash.**—Granted cp to increase ERP to 17.5 kw; remote control permitted.

**WISM Madison, Wis.**—Granted mod. of cp to change type trans.

**WXFM Elmwood Park, Ill.**—Granted extension of authority to remain silent for period ending Dec. 31; conditions.

*Continued on page 113*


PROMINENT BROADCASTERS Choose Stainless TOWERS

James M. Gaines, President and General Manager

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SAN ANTONIO, TEXAS

Charles L. Jeffers, Director of Engineering

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## RADIO

### Help Wanted—Management

**Program directors** or sales managers attention: You have a management opportunity with one of radio's most progressive station groups. If you are ready, and have what it takes, you will be trained as assistant manager in Wilmington, North Carolina. Box 511R, BROADCASTING.

**Immediate opening** for experienced manager-salesman for daytime independent at West Jefferson, N.C. Excellent facility in fast growing, progressive small town. $100 weekly, plus commission paid monthly. Right man should easily earn $8000 to $10,000 annually. Write Box 1114, Sylva, North Carolina.

### Sales

**Northern Ohio** medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

**$125.00 weekly** for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

**$100-$150 weekly guarantee** plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

**Major radio station** seeks creative salesman. Outstanding opportunity to put your advertising and radio sales experience to work in one of the midwest's top stations. We need a good radio salesman capable of selling accounts locally and regionally, as well as advertising agencies. Excellent growth potential. Will require some travel. Location is pleasant medium sized midwestern community. Salary commensurate with ability. Please give detailed background and experience which will be held in strict confidence. An interview can be arranged. Box 472R, BROADCASTING.

**Immediate opening** for aggressive time salesman. Guarantee against 14% commission. Established accounts plus good prospect list makes this a $750-$900 per month position. Reply Box 484R, BROADCASTING.

**Experienced salesman** for top-rated radio property excellent market in New York state. Good salary plus commission. Station is member of group operation offering many extra benefits. Opportunity for advancement to right man. Send full details first letter. Appointment will be arranged. Box 506R, BROADCASTING.

**California,** KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

**KTCN—Berryville, Arkansas** needs salesman-announcer immediately. Send tape and resume.

**N.Y., WLIR, Garden City.** Building sales staff. Suburban N.Y. Music with dignity. Send resume.

### Announcers

**Modern number** one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

**Energetic and ambitious** announcers needed for top-rated operation in west Texas. Box 159R, BROADCASTING.

**Announcer**—first phone, no maintenance. All night show midwest metropolitan market. Box 390R, BROADCASTING.

### Help Wanted—(Cont'd)

#### Announcers

**If you're 30 or so,** have several years solid commercial radio background, including news gathering and writing experience, here's your opportunity: combination deejay and newsman on evening shift till 10:30 p.m. at northeastern Illinois kilowatt. Format station emphasizing local news, sports and adult music—standard and pop tunes with strong melody. No top 40, no rock 'n' roll, no country and western, no rhythm and blues. Personal interview required. Free life, hospital, medical insurance, sick pay bonus, pension plan. List age, education, family status, references, experience in detail. Box 369R, BROADCASTING.

**An experienced** combination announcer-engineer can start 1960 right with a fine salary at this progressive 500 watt daytime station. Write fully. Box 394R, BROADCASTING.

**Wanted—two first phone** good announcers. Station located in beautiful, sunny southern Florida. Immediate openings, excellent opportunities, excellent pay. Send tape and complete resume. Box 400R, BROADCASTING.

**Wanted:** Mature, expereinced announcer. Must be reliable and good worker. Attractive position. Write Box 426R, BROADCASTING.

**Top 40 disc jockey.** Must be experienced. Rush tape, resume. Good pay—steady position. West Texas. Box 455R, BROADCASTING.

**Announcer with first phone.** No maintenance for station in Ohio River Valley. Send audition tape and complete information to Box 457R, BROADCASTING.

**Minnesota regional station** needs announcer with first class ticket. Good salary. Must have experience. Box 479R, BROADCASTING.

**Live wire dj** ready for progam director. Interested in bright, fast radio and tv combination. Box 480R, BROADCASTING.

**Excellent opportunity** morning deejay who is worth $100 to start and every opportunity backed by strong promotion to develop top ratings. Vacancy caused by man moving up to top twelve market. Alert station, modern format in 200,000 midwest market. Tape and experience to Box 491R, BROADCASTING.

**Smooth, intelligent announcer** with emphasis on enthusiasm who likes swinging operation wanted immediately. Will consider first class ticket holder as chief and announcer or a straight announcer. Contact Frank Haas, KAGE, Winona, Minnesota.

**KBUD, Athens, Texas,** seeking experienced staff announcer. Salary open.

**Opportunity** for married staff announcer. Send resume. Network station. KFRO, Longview, Texas.

**Personable midwesterner** who earnestly prefers small market sanity, success and satisfaction. Good future in exclusive daytimer, progressive community, for steady, dependable, young adult who reads well, talks straight, sounds happy, runs own board, programs adult popular music, digs local news, accepts responsibility, likes and is liked. January start. Send or (if close by) bring history, references, photo, audition tape and salary requirements. R. B. Cupp, owner-manager, KOFO, Ottawa, Kansas.

**Staff announcer** wanted for 1000 watt ABC affiliate. Excellent opportunity for someone with a year or two of experience. Send resume and audition to Paul Rahders, KSDN, Aberdeen, South Dakota.

### Help Wanted—(Cont'd)

#### Announcers

**Young announcer** for permanent spot with Texoma's top indie. Must have professional sound knowledge top 40. $85 start, rapid advancement. Prefer southwest man. Lewis Coleman, KSEO, Durant, Oklahoma, phone 3100.

**Staff man** who can also handle play-by-play and news. KWHW, Altus, Oklahoma.

**Wanted:** Announcer with first ticket, no maintenance. Apply WAMD, Aberdeen, Md.

**Wanted:** Air personality also newsman for five kw. Replace men moving to major markets. Up to $150.00 if first phone. Must move tight production. Jim Duncan, WGGH, Marion, Illinois.

**One night-time**—one daytime announcer needed. Call HOward 4-1400, or write Sam Lawder, WIRA, Fort Pierce, Florida.

**Michigan 5 kw daytimer** has opening for announcer. Excellent working conditions. First class ticket helpful, but not essential. Send tape and resume to WJBL, P.O. Box 808, Holland, Michigan.

**Announcer-operator** capable of handling routine remotes. No maintenance. 13 year old station beautiful citrus and lake area of central Florida. WSIR, Winter Haven.

**Combo man**—Wanted immediately by 24 hour network affiliate in southwestern Michigan. Must have first class ticket, both engineering and commercial announcing experience. Send tape, resume to WSJM, St. Joseph, Michigan.

**Announcer** with third ticket for excellent night show. Must understand formula, have knowledge of top forty. Good on production, versatile, able to read news too. Ideal year-round climate, excellent living conditions, congenial staff, good money for right man. Write Al LaVie, P.D., WSKY, Asheville, N.C. Two years minimum experience, please! Send tape and background.

**Modern 5000w** directional am seeks top combo man for pleasant, fast moving operation. Security, good wages. For full details, write with resume, WSMN, Nashua, New Hampshire.

**Wanted,** experienced announcer with first phone. WSYB, Rutland, Vermont.

**Morning man!** Good voice with winning personality. Non-rock pops basic music. No news involved, but some production. Send tape, photo and references Bob Edwards, WTAX, Springfield, Illinois.

**We need a morning man** that likes to combo. First class ticket, no maintenance. Adult programming on commercial station. Must be sharp announcer. Send tape and resume to WJBL, P.O. Box 808, Holland, Michigan.

**Announcers! Experienced?** Opportunities in many markets. Send tapes, resumes to Paul Baron, Manager, Broadcast Department, Maude Lennox Personnel Agency, 630 Fifth Avenue, New York 20, N.Y.

**Deejay—Can you write?** Can you write really funny, clever ad-lib material? Get this "Method Package" that helps bring out your own natural, creative talent. $5.95. Methods, P.O. Box 1, Elkhart, Indiana.

**Announcers losing jobs?** Lack that professional sound? Audition tape not a polished . . . showcase? See New York School of Announcing display ad in Help Wanted column.

**Adult music station** in warm, wonderful Tucson needs mature announcer with first phone. No screamers, no top forty. Send tape, references to Ray Owen, Box 5803, Tucson.

## Help Wanted—(Cont'd)

### Announcers

**Announcers:** Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

### Technical

**February 1st opening** for combination engineer and announcer. Daytimer in northern New York. Box 132R, BROADCASTING.

**1,000 watt station** in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

**Chief engineer**—Top station in medium sized eastern market. Good maintenance tape recorders, turntables, etc., essential. Good salary—excellent opportunity for right man. Box 459R, BROADCASTING.

**New York City,** immediate opening for 3 experienced videotape engineers. Must have excellent video maintenance background. Send resume stating salary requirements. Box 477R, BROADCASTING.

**First phone operator.** Experienced. Make more money through sales. 20 hours operating. $100 weekly against commission. Contact KCHJ, Delano, California.

**Experienced engineer** for studio maintenance. Must be familiar with DuMont equipment. Will send right man to Ampex Videotape school. Contact Chief Engineer, KOOL-TV, Phoenix, Arizona.

**5 kw fulltime** DA-N midwest city 100,000 needs chief engineer. Contact KRES, St. Joseph, Missouri.

**Wanted:** Engineer-announcer, first class ticket. Immediate opening. Live in south Florida. Contact Roy Collins, WSUG Radio Station, Clewiston, Florida.

**Excellent opportunity** for advancement for a transmitter engineer, WAMS. Your predecessor has been promoted within our organization. Maintenance experience helpful. Send photo and resume to Tim Crow, Rollins Broadcasting, P.O. Box 1389, Wilmington, Del.

**Chief engineer** with announcing or sales ability for small market daytime station in western North Carolina. Salary open. Write Box 1114, Sylva, North Carolina.

### Production-Programming, Others

**Copy gal** to write creative hard-sell copy for leading eastern music-news station. Good pay and working conditions. Enclose continuity samples, experience and snapshot. Box 622P, BROADCASTING.

**Copywriter** and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

**Private secretary** and girl Friday. Large metropolitan station. $80-$100 weekly. Box 866P, BROADCASTING.

**Traffic director,** large metropolitan station. Excellent pay. Box 868P, BROADCASTING.

**Public relations position.** Large midwest corporation needs man to help in public relations radio-tv activity. Experience in radio-tv news gathering, writing and production required. Knowledge of motion picture production desirable. Send complete resume and salary requirements immediately. All replies confidential. Box 406R, BROADCASTING.

**Wanted:** First class newsman. Must be hard worker, have car. Good future for right man. Send details to Box 427R, BROADCASTING.

## RADIO

### Situations Wanted—Management

**Available.** Top manager for top ownership. Experienced all phases. Outstanding sales. Creative. Civic leader. Absolute loyalty to employer. Write Box 263R, BROADCASTING.

## Situations Wanted—(Cont'd)

### Management

**General manager/sales manager** 17 years in radio. Strong on sales. Local retail, regional. Saturation plans, package deals. Modern programming. Thorough knowledge all phases. Highest industry references. Box 343R, BROADCASTING.

**Available January 1st.** Experienced station/commercial manager, with 7 years all phases. Announcer, program director, first class license engineer, etc. At present: station/commercial manager in small town. Tired of working for experience. Will accept management or program director position. Qualified, dependable, loyal. $450 southwest. Box 456R, BROADCASTING.

**Manager**—3 years same station. 8 years radio, seeks opportunity. Box 458R, BROADCASTING.

**General/sales manager.** Desires midwest. Presently employed. Strong sales, promotional impact ideas. Medium, small only. Box 465R, BROADCASTING.

**Two Texas gents** want to lease or operate 250 watter fulltime in Texas. One has first ticket, maintenance, sales and announcing experience. Other has announcing, copywriting, sales and management experience. Excellent references. Both have 10 years experience. Box 470R, BROADCASTING.

**Reliable, experienced,** sober, courteous, courageous, sincere, honest, ambitious, cautious, persevering. Looking for long-term association with good station. 15 years all phases radio. Box 471R, BROADCASTING.

**Manager or sales manager.** Young but mature, aggressive but stable, experienced (16 years all phases, radio, television, agency). Expensive but productive. With present employer 11 years. Major market preferred. Excellent references. Happily married, two children. Box 481R, BROADCASTING.

**Others have . . .** why don't you! Three stations more than doubled their net incomes. Why don't you. Radio-tv executive looking for new challenge. Send for brochure. Box 497R, BROADCASTING.

## Situations Wanted—(Cont'd)

### Management

**Experienced** local and regional sales manager (especially successful with department stores). Desire move to medium or large market in southeast. Box 498R, BROADCASTING.

**There is a** radio station manager available who knows by the proof of many years of experience that the success of a station cannot be measured by the profit or sale value alone. Success in radio is a pretty personal thing in terms of audience, sponsors and staff. They are all people, and their reactions to management in radio cannot always be measured in dollars. I've made plenty of money, both in profit and long-term gains as the result of sales, but my real satisfaction lies in the fact that the money has been made by an honest, business-like operation which is a credit to the community in which it "lives". If you'd like to make money and still be proud of your radio station write Box 499R, BROADCASTING.

**Manager.** Radio and/or tv. Proven record. Programming and sales. Box 508R, BROADCASTING.

**More sales for you** (betcha you need it.) Outstanding managerial team (loves work). Now available to you—sales proven ideas. Experience and results are what we offer. You—write today. Box 512R, BROADCASTING.

**Manager-chief engineer,** best combination for small market operation. Experienced; with sales ability. Available now any area. Sober, young, family. W. M. Luce, West Jefferson, N.C., Baldwin 4-2483.

### Sales

**Salesman, newsman, announcer,** 25, married. Management change, employer knows. Minimum $100. Windy Johnson, #4 Walker Drive, Rome, Georgia. PH 4-6980.


# RCA CLOSED CIRCUIT TELEVISION

## *Field Sales Engineers*

Rapidly increasing expansion of RCA Closed Circuit Television has created several excellent openings for qualified field sales engineers.

Your primary responsibility will be the sale of RCA Television Equipment to business, industry, military agencies, educational institutions, and film and tape producers.

As an RCA Sales Engineer you will have the advantage of selling a complete line of broadcast and industrial TV equipment, consisting of ten television cameras together with supporting switching, film, audio, and television tape equipment. You will have the assistance of the largest systems and service groups in the industry, allowing you to concentrate your efforts on contacting customers.

Qualifications include a scientific or engineering degree or its equivalent, 2 to 3 years' experience in TV equipment and a record of successful accomplishment in sales.

Top salaries plus liberal sales incentive compensation.

Please send inquiries to:

Mr. J. R. Milligan, Dept. HO-1M
Professional Employment
RCA, Bldg. 10-1
Camden 2, N.J.

EQUAL OPPORTUNITY For All Qualified Applicants

RCA

**RADIO CORPORATION OF AMERICA**

Industrial Electronic Products

## Situations Wanted—(Cont'd)

### Sales

**Manager Florida** 1 kw seeking more active market. Strong in sales, programming, copywriting, public relations. Years of on and off mike experience. Expert interviews, special events, off cuff shows. Mature organizer, diplomatic, moderate habits, presentable, educated. Not a drifter. Not high pressure. Highest references from present ownership. They want me to stay. Box 475R, BROADCASTING.

**11 years experience** salesman. First phone, amateur. Married, 2 children. Don't drink or smoke. Would consider anywhere. Want to sell and transmitter watch or sell. Little announcing experience. Diplomas from 2 radio schools. Attended Port Aurthor College. Want where money can be made. Good car. Available now. Write L. H. Estes, 359 Hillcrest, Cape Giradeau, Mo., or phone ED 4-2787. State salary in reply.

### Announcers

**Sports announcer,** seven years background play-by-play. Top references. Box 405R, BROADCASTING.

**Negro announcer,** network quality. Excellent gospel, productions, references. Desires future. Box 417R, BROADCASTING.

**Dynamic deejay (Negro).** Eight years experience. Five years movin' and groovin' in New York metropolitan. No problems, top references, control board experience. Available January 1960. Box 450R, BROADCASTING.

**Experienced radio newsman,** will give excellent local news coverage for some Arizona, Nevada, or California station. Resume, tape, and photo available. Box 451R, BROADCASTING.

**Miss America Jones** for music well known. Box 460R, BROADCASTING.

**Honest, good music,** morning man. Fifteen years. No screamer. Adult. Box 462R, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

**Experienced announcer,** young, veteran, runs own board, seeks position with advancement possibilities, nights, travel anywhere. Box 463R, BROADCASTING.

**Ambitious, talented** negro announcer-dj Capable of handling all markets, eager to move ahead. Willing to relocate. Not afraid of hard work. Box 464R, BROADCASTING.

**Engineer - announcer** - deejay - news - sports. Family man with 10 years experience wants position with medium market radio or tv. $125.00 minimum. Prefer southeast. Box 473R, BROADCASTING.

**Experienced airman,** young, married, desires top Florida, Nevada, California station. No screamer. Some sales. Employed. Box 474R, BROADCASTING.

**Who gave you your break?** Negro dj available 1960. AM 3 years office. No previous experience. Radio school grad. Top character reference. Have car. Box 469R, BROADCASTING.

**DJ-program director**-traffic manager. Station that was at the bottom now ranks third in ten station market, but my show ranked fourth in its time segment. The management lives by ratings. I'm at liberty, and have references—station and agency. If you're in southern New England, lower New York, or northern New Jersey, let's talk about radio—Not ratings. Reply: Box 478R, BROADCASTING.

**Young, conscientious announcer,** 2½ years experience, desires advancement, dj, news, remote, play-by-play, no top forty, operate own board. Box 486R, BROADCASTING.

**Experienced announcer, dj.** Seeks permanent position with opportunity for advancement. Dependable, cooperative. Box 487R, BROADCASTING.

**Warm personality dj** locate south Texas, tape-resume available. Box 489R, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

**Negro announcer.** Intelligent, talented young man. Just listen to tape. Box 494R, BROADCASTING.

**Announcer.** Nice style. Intelligent. Hard working. Disc jockey, news, staff. Box 495R, BROADCASTING.

**Gal announcer.** Can handle show, commercials, sales too. Tape, resume. Box 496R, BROADCASTING.

**Experienced announcer** looking for northern market. Married vet, good production. Box 504R, BROADCASTING.

**Announcer.** Adult music. News. DJ. Commercials. Creative. Versatile. Tape available. Box 510R, BROADCASTING.

**Two of the cleanest** negro voices in the industry. As a team or individually. Combined experience in excess of twelve years. Good agency rep very salable. Clever and costly. N.Y. area preferred. No fear of investigation. Will service any market. Write P.O. Box 273, South Orange, N.J.

**Country and gospel dj.** Also do farm news, write copy. 1st phone. Write or wire J. Allen Brimmer, 301 Woodlawn Avenue, Newport, Tennessee.

**Newscaster, staff announcer** with first ticket. College graduate, have car, single, 42. Jessee, 510 16th St., Oakland, California. TW 3-9928.

**Salesman. newsman, announcer,** 25, married. Management change, employer knows. Minimum $100. Windy Johnson, #4 Walker Drive, Rome, Georgia. PH 4-6980.

**Young, reliable,** professional broadcasting school graduate, desires start in radio. Available January 1st. Write David Pfeiffer, 5838 South Sawyer, Chicago 29, Illinois.

**Announcer,** experienced, no top 40 please. Contact Jack J. Quirk, 1106 Rickenbacker Dr. or call GL 5-5788, Tullahoma, Tennessee.

**Cincinnati police officer** investigating the possibility of employment at your station! 25 years old, four years Navy communications, ten years amateur radio. Desire position in news announcing. Schooled in format commercial news. Good voice, ambitious, intelligent and personable. Had gun (3½ years) will travel. Wire: Narvel Reece, YMCA, 1105 Elm Street, Cincinnati 2, Ohio.

**Humorous man and wife team,** currently on air available January. Early thirties, two years experience. Money-making show with tv potential. Gal also excells on continuity, guy on news. Prefer station within 200 miles Washington, D.C. area. Contact "Ridge," 3901 Fulton St., N.W., Washington, D.C. EM 2-1338.

**Announcer first phone.** Five years experience San Francisco radio. Emphasis on production and news. Resigned to get ticket. Desire location anywhere California. 32, married, child. Tuccelli, 334 East Greenwood, Bend, Oregon. Evergreen 2-2413.

### Technical

**Experienced engineer.** No announcing. Available immediately. Radio or tv. Box 344R, BROADCASTING.

**Florida!** Ten-year radio veteran—first phone—announcer—sales. Immediately. Dick Cook, P.O. Box 1265, Hines City, Fla. Telephone HAmilton 2-4297.

**Engineer.** First class ticket. Three years chief small station. Slightly handicapped. Married. Owns car and housetrailer. Prefer Rocky Mountain or midwest. Loren Gold, P.O. Box 574, Fort Collins, Colorado.

### Production-Programming, Others

**Outstanding Los Angeles dj** will program your station. All replies answered. Box 283R, BROADCASTING.

**Copy director of 50 kw** station seeks slot in progressive, growing station. Specialize in successful mail pulls, imaginative copy and promotion. Box 374R, BROADCASTING.

**Sports director.** Currently with tv and am station in large eastern market. Also staff work. Excellent play-by-play. College grad. 33 years old, married, two children. $150-minimum. Box 431R, BROADCASTING.


# AUDIO PRODUCT SALES

Immediate opening. Excellent position for broadcast engineer experienced in all phases audio equipment and systems.

Responsible position in Mid-West sales office of leading broadcast equipment manufacturer.

Travel limited. Complete company benefits. For interview with Sales Engineering Management send resumé and photo to

BOX 444R, BROADCASTING

## Situations Wanted—(Cont'd)

### Production-Programming, Others

**Absolutely sharp!** 2 years, pace—formula. Production, ideas! Early twenties. Excellent voice. References—$15. Box 466R, BROADCASTING.

**News director-reporter.** 3 years in midwest am-tv, B.S. Radio-tv journalism, 16mm and 35mm photographer, good am-tv delivery. High calibre, 25, married. Box 467R, BROADCASTING.

**Recent M.A.** graduate, social psychology; ETV attitude polling and design analysis experience; desires research opportunity with production of educational or informational tv. Will relocate. Post Office Box 1364, Milwaukee 1, Wisconsin.

**Wanted, position as record librarian** in a radio station anywhere in U.S. Write to Gerald Brennan, Grant Street, Volders, Wisconsin.

## TELEVISION

### Help Wanted—Management

**Experienced general manager** wanted for Sacramento television station. Top earnings, stock options available for right man. Assume complete charge of progressive uhf station. Send complete details to Mel Lucas, Station KVUE, P.O. Box 9197, Fort Sutter Station, Sacramento, California or call GL-2-2646 for appointment and interview.

### Sales

**Salesman wanted** for proven syndicated videotape show. Box 505R, BROADCASTING.

**Young, aggressive television** salesman needed immediately. Must have proven background. Position offers future with unlimited earnings. Apply only if you are not afraid to work and enjoy living in small community. We are a new station affiliated with CBS. Address all correspondence to Sales Manager, KBLR Radio-TV, Goodland, Kansas.

**Openings** for two salesmen, one local, one regional. Excellent opportunity. References required. Contact Don Neil, WABG-TV, Box 414, Greenwood, Mississippi.

### Announcers

**Southwest** radio and television station is seeking the best announcer available for our budget. Combination man as staff for adult musical format on radio and live commercials on television. Send full information, age, references, recent photo and starting salary requirements to: Clarke Brown Company, 1507 Southland Center, Dallas, Texas.

**Weatherman.** Immediate opening at expanding television station covering northern Texas and southern Oklahoma. Write C.L. Hinkle, Box 1839, or phone 57, Ardmore, Oklahoma.

### Technical

**Major midwest market**—assistant chief engineer with excellent advancement opportunities. Fully equipped progressive station needs highly qualified man to do both technical and administrative work. Confidential nature of all replies will be fully respected. Box 354R, BROADCASTING.

**Switcher-technical director.** One-man operation for audio, video, projection. Michigan vhf. Box 453R, BROADCASTING.

**Transmitter engineer** needed for newly installed RCA 25 kw transmitter. Position now open. Contact Chief Engineer, KCSJ-TV, Pueblo, Colorado.

**Engineer 1st class.** Small vhf. Good working and living conditions in Wyoming number one market. Contact Marion Cunningham, KTWO-TV, Casper, Wyoming.

**TV studio engineers** for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

## Situations Wanted—(Cont'd)

### Production-Programming, Others

**Film director** to take over and reorganize film department mid-west tv station. Thorough knowledge of film operation essential. Film buying experience not necessary. Send full resume, salary requirements and date you are available for work to Box 492R, BROADCASTING.

**Continuity director** to take charge of 3-person department. Must be experienced, creative writer with college background. Send samples, photo, all information first letter. Robert H. Krieghoff, WTOL-TV, Toledo, Ohio.

## TELEVISION

### Situations Wanted—Announcers

**News and staff.** Television and radio experience. Writing also. Versatile. Box 509R, BROADCASTING.

### Technical

**Experienced, uhf,** new station installations, remotes, microwave, maintenance. 1st phone. Looking for advancement. Available January 1st. Interesting resume upon request. Box 323R, BROADCASTING.

**Need a T.D. director, engineer** in your control room? 1st phone and 2 years experience seeking permanent position. Married, vet, 23. R. Newman, Long Beach, N.Y., phone: GE. 1-2784.

### Production-Programming, Others

**Producer-director-announcer,** now in major market; ten years radio-tv-theatre, all phases, seeks better climate for family. Money secondary. Box 398R, BROADCASTING.

**Director-producer.** Currently jr. director midwest vhf. MS in radio and tv. Pleasant, hardworking, creative. Family man. Box 452R, BROADCASTING.

**Producer-director.** Family. Heavy creative production experience. All phases. Excellent references. Box 476R, BROADCASTING.

## FOR SALE

### Equipment

**For sale—Federal** 101-C am field intensity meter $110.00, used double row audio jack strips $10.00 each. Box 468R, BROADCASTING.

**For immediate sale.** RCA 5kw television transmitter Channel 5. RCA transmitter console with TM-5A monitor. RCA 3 Bay antenna channel 5. RCA WM 12 and WM13 demodulators. RCA 10kw Harmonic filters (2) Channel 5. RCA 10kw diplexer Channel 5. 400′ Stainless guyed tower on ground. 800′ 3⅛ transmission line. Sold as package or separately. Box 493R, BROADCASTING.

**RCA TK-41** live color camera. 1100 hours total operation. Better than new, has been de-bugged. Console rack installation. Includes camera pedestal, freq. std., and color bar generator. Complete details upon request. KJEO-TV, Fresno 17, California.

**Excellent Gates BC 1E** with antenna tuning unit and Rust remote control. Available now. Power increase reason for sale. Price right. Jack Younts, WEEB, Southern Pines, N.C.

**For sale** Rust extension meter for Doolittle or similar frequency monitor. One year old, cost new $345.00. Make offer. Contact WQIK, P.O. Box 3156, Jacksonville 6, Florida.

**Channel (22) uhf RCA** 1 kw transmitter TTU-1B complete with filterplexer, dummy load, frequency monitor General Radio, diode demodulator and FCC spare tubes. RCA antenna TFL-24-D with 1 degree electrical beam tilt. Placed in service in December 1953 and in continuous service up to March 4, 1959. Complete: $11,500. WSIL-TV, Harrisburg, Ill. Channel (3).

**Ampex 350 tape.** RCA BC-5B consolette, Raytheon RC-11 studio console, Rek-O-Kut disc cutter. RCA 77-DX mikes. American Concertone Model 62 recorder. RCA BQ-2B three speed turntable. Speakers. Much more. All immaculate! Chris Borden, Box 5012, Tucson, Arizona. Ph EA 6-9808.

## FOR SALE

### Equipment—(Cont'd)

**Commercial crystals** and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronics Co., Box 31, Temple, Texas.

**Video monitors.** Closed circuit and broadcast. Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE. 9-6100.

**Miratel tv monitors** demonstration units. New warranty 15—17" metal cabinets $215.00 each. 8—17" veneer cabinets $185.00 each. Complete line of new units available in 8", 14", 17", 21" and 24". Write: Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

**Microwave transmission line**—Andrew 1⅝" Rigid 51.5 ohm, teflon insulated. Large quantity complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused. Bargain. Sierra-Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

## WANTED TO BUY

### Stations

**Want to retire?** Let me buy in and manage with eventual ownership in view. Twenty years experience in radio and tv. Prefer midwest or New England 250 station. Other locations definitely considered. Box 188R, BROADCASTING.

**Want to lease or purchase** 1 kw or 5 kw single market radio station. Send complete information. Box 488R, BROADCASTING.

**Am looking** for 250 or 1,000 watt station in the state of California. No brokers please. Box 490R, BROADCASTING.

**Haskell Bloomberg,** Station Broker, 208 Fairmount Street, Lowell, Massachusetts, Telephone Glenview 5-5823.

### Equipment

**Wanted.** Used in good condition. One General Electric BT3-A or BT3-B 3 kw fm transmitter. Box 500R, BROADCASTING.

**Used 250 watt transmitter** in good operational condition. Also two used tape recorders of broadcast quality. Box 507R, BROADCASTING.

**Wanted:** RCA 77 DX mike; Gates Sta-level or G.E. Uni-level and full track tape recorder, Ampex, Magnacord, etc. Advise price, condition, KOBY, San Francisco.

**Gray Telop II,** in good condition. Contact M. N. Bostick, KWTX, Waco, Texas, phone PLaza 6-4451.

**STL microwave system,** 900 mc band, good, used. Also assoc. equipment. Write James B. Holder, WHYL, Carlisle, Penna.

**Need 900 feet 3⅛" Styroflex** transmission line. Call or write D.B. Ekberg, WLOL, Minneapolis, Minn.

**3-5 kw fm transmitter** with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

**Wanted:** Used Scully disc lathe. State price, serial number. Mastertone Recording Studios, 130 West 42nd Street, New York 36, New York.

**Transmitter** am one to five kw. Ortiz, Two Abbey Lane, Plainview, New York.

**Film line**—16mm negative processor K jr. Write or call United Broadcasting Company, Shoreham Hotel, Washington, D.C.

## MISCELLANEOUS

**Production radio spots.** No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbia, Ohio.

## INSTRUCTIONS

**F.C.C. first phone** license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

**FCC first phone** license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

**Since 1946.** The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 6, March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

**Be prepared.** First phone in 6 weeks, Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

**A review** that places you in position to pass FCC exams. Very inexpensive. Free literature. "Electronics Unlimited". Box 10634, Jackson 9, Miss.

**With pride** we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, 35, Texas.

## FOR SALE

### Stations

Progressive low frequency daytime station in Southern metropolitan market. Extremely good potential. Valuable real estate included.
Box 363R, BROADCASTING

## RADIO

### Help Wanted—Sales

**FLORIDA**
**Excellent opportunity for hard hitting experienced time salesman in highly competitive Florida market. Guarantee against commissions. Rush complete resume to:**
**Box 367R, BROADCASTING**

SALES ENGINEER
*WEST COAST*

*The Company*: Major midwest broadcast equipment manufacturer.
*The Position*: Sales engineer to travel and call on radio stations in California and Oregon, headquartering in Bay Area. Technical background essential.
*Opportunities*: Unlimited. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. A permanent position with an excellent future.

Send complete resume to Box 502R, BROADCASTING.

## Help Wanted—(Cont'd)

### Sales

**EXCELLENT FINANCIAL OPPORTUNITY**
On 5kw CBS middle Atlantic area. Sales manager with executive ability to do personal selling and coordinate work of 3 salesmen on local, regional and national level. Salary. This is a permanent facility with long range plans.
Box 443R, BROADCASTING

### Announcers

**ANNOUNCERS**
**LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOWCASE?**
**ADVANCED PROFESSIONAL coaching with NEW YORK BROADCASTERS. Our tapes are job getters. Ask to hear sample.**
"Let us analyze present tape. NO CHARGE."
*** Call . . . MR. KEITH . . . SU 7-6938.
**NEW YORK SCHOOL OF ANNOUNCING & SPEECH**
160 West 73rd Street ***BY APPT. ONLY
New York 23, N.Y. SU 7-6938

### Production-Programming, Others

**WANTED—JANUARY 1st.**
Promotion man for 5 KW radio station in market of half million. Must be long on follow-through and exploitation. Prime consideration audience promotion, though some sales promotion will be required. Write:
Box 503R, BROADCASTING.

## RADIO

### Situation Wanted

### Production-Programming, Others

**PROGRAM-DIRECTOR**
Modern radio PD, presently with #1 50kw West Coast station. Can produce sales and ratings for you. 9 years major market radio and TV. Available upon 3 weeks notice to present employer. Travel anywhere. $10,000 neighborhood desired. Can also do top dj show.
Box 485R, BROADCASTING

## TELEVISION

### Help Wanted—Sales

SALESMEN!

Major TV station in large S.E. market desires aggressive salesman with experience in broadcast-field. TV sales experience desirable. The man we hire will start with an active account list, on a salary and commission basis. We are a VHF station-NBC affiliate. Send resume, salary requirements to:

Box 482R, BROADCASTING

## TELEVISION

### Situations Wanted

### Production-Programming, Others

**Need this TV executive?**
- Seasoned by 20 years' experience am and tv program and commercial production and sales.
- *Now consultant to major advertiser on Advertising (TV and radio) & Public Relations.*
- NBC, New York trained. Experience at top stations and nets in N.Y., D.C. & Phila.
- *Cheerful personality + creative ability.*
- Seeks production, sales or publicity post with progressive TV station, network, ad agency, rep, or syndicator.
- *Scaled in scope & income to his experience, drive, imagination & ingenuity.*
- Honor college graduate, married, completely dependable.
- *Best references as to character and ability.*

reply in complete confidence to arrange early interview.
Box 501R, BROADCASTING

## INSTRUCTION

**CHOOSE A CAREER IN**
**RADIO-TV**
Announcing
Producing
Program Management

Thorough preparation for influential careers. Certificate courses in speech, diction, drama, writing. Closed circuit TV, film, control board operation. Free placement service. Men and women graduates in demand. 26th year. Write:
**NATIONAL ACADEMY OF BROADCASTING**
Dept. B, 3338 16th St., N.W., Wash., D.C.

## BUSINESS OPPORTUNITY

**OPPORTUNITY:**

Profitable and exciting future in closed-circuit television and other video systems. Leading manufacturer desires financially capable distributors with sales and business ability.

Approximate investment of $7,000.00 required, plus ability to create and sustain business thereafter. Factory training and promotional benefits liberally supplied. Openings in the following states for exclusive distributorships:

| | |
|---|---|
| Kentucky | Florida |
| North Carolina | West Virginia |
| South Carolina | Virginia |
| Georgia | Tennessee |
| Alabama | Oklahoma |

Write: National Sales Manager
Box 325R, BROADCASTING

*Continued from page 107*

**WILA Danville, Va.**—Remote control permitted.

**WAOK Atlanta, Ga.**—Granted change of remote control authority, while using non-DA.

**WAAT Trenton, N.J.** — Remote control permitted.

**Actions of November 24**

**WVLD Valdosta, Ga.**—Granted license for am station.

**WPLK Rockmart, Ga.** — Granted license for am station and specify studio location same as trans.

**Columbia Bcstg. System, New York, N.Y.** —Granted cp and license for new wireless microphone in lower power broadcast service.

**American Broadcasting - Paramount Theatres Inc., New York, N.Y.**—Granted cp and license to add two trans. in lower power broadcast service.

**WWJ-FM Detroit, Mich.**—Granted cp to install new trans.

**KTPA Prescott, Ark.**—Granted mod. of cp to change type trans., main studio location, and specify remote control point at studio location.

***WKAR - AM - FM East Lansing, Mich.**—Granted authority to remain silent Thanksgiving day (Nov. 26).

Following stations were granted extensions of completion dates as shown: WCBT Roanoke Rapids, N.C. to Jan. 13, 1960.

**Actions of November 23**

**WROD Daytona Beach, Fla.**—Granted acquisition of positive control by **Frank D. Russell**, through purchase of stock of **Radio Daytona Inc.** from **Eugene Hill** by **Mining Journal Ltd.**, and **Iron Mountain Publishing Co.**, both of which companies are controlled by Frank D. Russell.

**K75AJ Seaside, Ore.** — Granted license covering changes in tv translator station.

**WMAR-TV Baltimore, Md.**—Granted cp to install formerly licensed driver of main trans. as aux. trans. at main trans. and ant. location.

**PETITIONS FOR RULEMAKING FILED**

***WEGS - TV Waycross, Ga.** — Requests reservation of ch. 8, Waycross, Ga., for non-educational tv station and retention of uhf ch. 16 at Waycross for commercial station. Further requests that asterisk be placed upon ch. 8 to indicate that it is reserved exclusively for educational use and that no other change be made in cp now held for WEGS-TV. Ann. Nov. 27.

## License Renewals

Following stations were granted renewal of license: KCCT Corpus Christi, Tex.; KALL Salt Lake City, Utah; KVWO Cheyenne, Wyo.; KINE Kingsville, Tex.; KVEL Vernal, Utah; KMBL Junction, Tex.; KBLI Blackfoot, Idaho; KGVL Greenville, Tex.; KEVT Tucson, Ariz.; KTNC Falls City, Neb.; KWG Stockton, Calif.; KWIP Merced, Calif.; KWIZ Santa Ana, Calif.; KWKW Pasadena, Calif.; KWOW Pomona, Calif.; KYOS Merced, Calif.; KAAR (FM) Oxnard, Calif.; KEAR (FM) San Francisco, Calif.; KFSD-FM San Diego, Calif.; KGMS-FM Sacramento, Calif.; KITT (FM) San Diego, Calif.; KNOB (FM) Long Beach, Calif.; KPLI (FM) Riverside, Calif.; KRED (FM) Eureka, Calif.; KIST Santa Barbara, Calif.; KJAX Santa Rosa, Calif.; KJBS San Francisco, Calif.; KJOY Stockton, Calif.; KLAC Los Angeles, Calif.; KLOK San Jose, Calif.; KLYD Bakersfield, Calif.; KMAK Fresno, Calif.; KOMY Watsonville, Calif.; KONG Visalia, Calif.; KTRB Modesto, Calif.; KUBA Yuba City, Calif.; KUDE Oceanside, Calif.; KVEN Ventura, Calif.; KACY Port Hueneme, Calif.; KAFP Petaluma, Calif.; KAMP El Centro, Calif.; KBVM Lancaster, Calif.; KCBQ San Diego, Calif.; KCVR Lodi, Calif.; KDES Palm Springs, Calif.; KEAP Fresno, Calif.; KEWB Oakland, Calif.; KFIV Modesto, Calif.; KFSD San Diego, Calif.; KGB San Diego, Calif.; KGER Long Beach, Calif.; KGFJ Los Angeles, Calif.; KGIL San Fernando, Calif.; KHSJ Hemet, Calif.; KRHM (FM) Los Angeles, Calif.; KTRB-FM Modesto, Calif.; KWIZ-FM Santa Ana, Calif.; *KCVN (FM) Stockton, Calif.; *KSDS (FM) San Diego, Calif.; *KVCR (FM) San Bernardino, Calif.; KFSD-TV San Diego, Calif.; KPIX (TV) San Francisco, Calif.; KXTV (TV) (main trans. & aux.) Sacramento, Calif.; KFI Los Angeles, Calif.

Commission granted renewal of licenses of Columbia Bcstg. System stations KCBS-AM-FM San Francisco, Calif. and KNX-FM KNXT (TV) main trans. and ant., aux. trans. and ant., Los Angeles, Calif., without prejudice to such action as Commission may deem warranted as result of its final determination with respect to (1) conclusions and recommendations set forth in report of network study staff, (2) related studies and inquiries now being considered or conducted by Commission, and (3) pending antitrust matters.

Commission granted renewal of licenses of American Bcstg.-Paramount Theatres Inc., stations KABC-AM-FM-TV main trans. and ant., aux. trans. and ant., Los Angeles, Calif., and KGO-AM-FM-TV main trans. and ant., aux. trans. and ant., San Francisco, Calif., without prejudice to such action as Commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in report of network study staff and (2) related studies and inquiries now being considered or conducted by Commission. Ann. Nov. 27.

Commission granted renewal of licenses of National Broadcasting Co. stations KNBC-AM-FM San Francisco, Calif. and KRCA (TV) main trans. and ant., Los Angeles, Calif., without prejudice to such action as Commission may deem warranted as result of its final determination with respect to (1) conclusions and recommendations set forth in report of network study staff, (2) related studies and inquiries now being considered or conducted by Commission, and (3) pending antitrust matters. Ann. Nov. 30.

Commission granted renewal of licenses of KTTV Inc., KTTV (TV) main trans. and ant., Los Angeles, Calif., and, by letter, reminded station of requirements for full identification of source and/or sponsor as result of its telecasting of kinescope summaries of "Kohler hearings". Ann. Nov. 30.

## NARBA Notifications

**610 kc**

**CKTB St. Catharine's, Ont.**—5 kw DA-1 unl. III. NIO on new frequency.

**620 kc**

**CKTB St. Catharine's, Ont.**—1 kw DA-1 unl. II. Delete assignment vide 610 kc.

**1140 kc**

**Terrace, B.C.**—1 kw ND unl. II. EIO Oct. 15, 1960. New.

**Kitimat, B.C.**—1 kw ND unl. II. Delete assignment. New.

**1230 kc**

**CKEC New Glasgow, N.S.**—0.25 kw ND unl. IV. Delete assignment vide 1320 kc.

**1240 kc**

**CKBS St. Hyacinthe, P.Q.**—0.25 kw ND unl. IV. Assignment of call letters.

**CFLM La Tuque, P.Q.**—1 kw D, ND 0.25 kw N unl. IV. Assignment of call letters.

**1300 kc**

**CJME Regina, Sask.**—1 kw DA-1 unl. III. Assignment of call letters.

**1320 kc**

**CKEC New Glasgow, N.S.**—1 kw D, 0.25 kw N ND unl. IV. NIO on new frequency.

**CHQM Vancouver, B.C.**—10 kw DA-1 unl. III. Assignment of call letters.

**1420 kc**

**CKPT Peterborough, Ont.**—1 kw D, 0.5 kw N DA-2 unl. III. Assignment of call letters.

**1470 kc**

**Winnipeg, Man.**—5 kw DA-1 unl. III. EIO Oct. 15, 1960. New.

**1500 kc**

**Duncan, B.C.**—1 kw DA-1 unl. II. Correction of previous NARBA list. New.

**1600 kc**

**CHVC Niagara Falls, Ont.**—10 kw DA-2 unl. III. EIO Oct. 15, 1960. (PO: 1600 kc, 5 kw DA-N.)


# *STATIONS* — FOR SALE

| | | | | |
|---|---|---|---|---|
| Ala. | Single | 1kw-D | 35M | terms |
| Minn. | Single | 500w | 85M | terms |
| Calif. | Single | 250w-F | 65M | terms |
| Ky. | Single | 1kw-D | 100M | terms |
| Minn. | Single | 1kw-D | 105M | terms |
| Ariz. | Small | 1kw-D | 65M | terms |
| Ala. | Medium | 250w-F | 160M | terms |
| N.Y. | Medium | 1kw-D | 150M | terms |
| Fla. | Medium | 250w-F | 250M | terms |
| Miss. | Medium | 1kw-D | 98M | terms |
| Ala. | Medium | 250w-F | 70M | terms |
| Gulf | Metro | 1kw-D | 100M | terms |
| Ga. | Metro | 5kw | 200M | terms |
| Fla. | Large | 5kw | 165M | terms |
| Ala. | Metro | 1kw-D | 175M | terms |
| N.E. | Major | 1kw-D | 325M | terms |
| East | Major | Combo | 850M | terms |

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

**FLORIDA**

By owners, excellent growing market, all new equipment, excellent earning and growth record. Number one in market by all surveys since 1958. Financial references required. No Brokers.

Box 358R, BROADCASTING

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS**
**ESTABLISHED 1946**
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
**HOWARD S. FRAZIER, INC.**
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

**NORMAN & NORMAN**
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Southwest fulltimer, profitable. $60,000 1/3 down. Texas 1 kw. Good location. $100,000 some terms. Southwest major FM in black $21,000 cash. Midwest 1 kw making money. Good market, top area. $125,000 29%—Profitable Texas 1 kw. $79,500 only $19,500 down—South major in black. $300,000 25%. PATT McDONALD, Box 9266, Austin, Tex. GL. 3-8080 or Jack Koste, 60 E. 42nd NY 17, NY. MU. 2-4813.

**STATIONS FOR SALE**

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
**JACK L. STOLL & ASSOCIATES**
**6381 Hollywood Blvd.**
**Los Angeles 28, Calif.**
**HOllywood 4-7279**

**24 HOUR SERVICE...7 DAYS A WEEK...HOLIDAYS TOO!**

SHIP BY GREYHOUND® PACKAGE EXPRESS

# IT'S THERE IN HOURS ...AND COSTS YOU LESS!

Your packages go anywhere Greyhound goes... and Greyhound goes over a million miles a day! That means faster, more direct service to more areas, including many, many places not reached by other public transportation.

What's more, Greyhound Package Express offers this service seven days a week... twenty-four hours a day... even on weekends and holidays! On Greyhound Package Express packages get the same care and consideration as Greyhound passengers... riding on dependable Greyhound buses on their regular runs. You can send C.O.D., Collect, Prepaid—or open a Charge Account.

**Call your nearest Greyhound bus station or write to Greyhound, Dept. B-12, 140 South Dearborn Street, Chicago, Illinois**

## OUR RESPECTS TO . . .

# Alvin George Flanagan

Informational programming is a gold mine that has been largely—and surprisingly—neglected by television's program prospectors, in the opinion of Alvin George Flanagan, vice president in charge of television for the broadcast division of NAFI Corp. and general manager of KCOP (TV) Los Angeles.

"Programming must have a value content," he declares. "Pure escapism is not enough to fill the tv day and stations and networks who offer their viewers something more substantial are finding this is a rewarding practice, increasing both prestige and revenue. Television is actually at its best when it's reporting reality, real experiences of real people. Such programs don't have to be hoked up with phony melodramatics. Present exactly what's there and let the viewer draw his own conclusions and you've got the most interesting program yet devised.

"I don't mean that there's no place for fiction on tv. Good dramas, good comedies, even good westerns are good watching and they are sure to go on occupying a good deal of time on the air. But there are too many shows labeled as entertaining that fail to entertain and when they don't entertain they've nothing else to offer. Non-fiction programs ought to be entertaining too and there's plenty of proof that they can be and when they're over they leave the viewer with a solid residue of fact, a plus not offered by the pure make-believe programs."

**Film Foundation** • Al Flanagan's views are not mere lunch table philosophy with no more substance or permanence than the steam rising from the second cup of coffee. They are based on five years of practical experience in programming an independent station in a seven-station market so as to compete successfully for audience and revenue against both network programming and the top syndicated series which were priced out of KCOP's reach.

He began with an early evening block of travel-adventure programs that this fall was stretched from 60 to 90 minutes to accomodate viewer-advertiser demand. He worked with school officials to develop a schedule of educational programming reaching 90,000 youngsters at their school desks each half-hour of a 90-minute Monday-Friday afternoon schedule, plus a small but loyal home audience, and in February is adding an hour of college level instruction for interested home viewers. And he inaugurated "personality programming" at KCOP, introducing such names as Tom Duggan, Oscar Levant and George Jessel to the Los Angeles tv audience as hosts of their own regular programs.

One result of such program innovations is a row of eight "little Peabody" awards in KCOP's trophy cabinet for outstanding regional excellence. Not to mention the 1958 award of the California Teachers Assn. for the greatest contribution to education, first time in 10 years that this prize has not gone to a newspaper. Another is a set of bold black figures on the KCOP balance sheet.

**Off to Sea** • A native of Southern California, Al was born Jan. 1, 1915, in Ojai, went to grade school in Long Beach and to high school in Anaheim. Graduating in the midst of the depression, Al went to sea instead of to college, visiting China, New Zealand and other faraway places as the only English-speaking member on the crew of a Norwegian tanker, signed on because the mate wanted to learn English. After two years at sea and some months as a construction worker on Boulder Dam, Al was ready for a change of pace and found it in New York on a radio project being carried on by the U.S. Office of Education with the cooperation of the radio networks.

"After I'd been a sort of scriptboy for a while, following the director around with the script and a stopwatch, phoning actors, fetching cigarettes and coffee and performing other important duties, I figured I was ready for a job in commercial radio and applied at NBC," Al recalls. "Then I found out that to land even a pageboy's post at a lower salary than I was then making I'd need a college degree, preferably from the right college."

FLANAGAN OF KCOP (TV)
"Escapism is not enough"

So it was back to school at the U. of Florida because there he could hold down a job announcing at the college radio station, WRUF Gainesville, while pursuing his studies. The job was a paying one, as WRUF, unlike many college stations, was (and is) a commercial operation. After a year as an announcer, Al became program manager, a post he held until his graduation in 1942 with a major in English.

From Gainesville, Al headed back to New York (with a three month stopover at KDKA Pittsburgh) and a job as production director of WOR, but before long he'd swapped the title for that of private first class in the Marine Corps. After service in the Pacific from Guadalcanal to Okinawa, he was discharged in December 1945 with the rank of captain.

**Home Again** • Deciding to settle in Southern California, Al augmented his salary as a dialogue director at Universal-International by creating and selling programs for radio and tv, then represented exclusively in Los Angeles by the Don Lee experimental station, W6XOA, which bought four shows from him, then put him on the payroll as a director. In 1949 he moved to San Diego as program director of KFMB-TV; two years later he was brought back to Los Angeles as program manager of KECA-TV (now KABC-TV) and ABC's Pacific Coast tv operation and after two years in that post he returned to San Diego to program and sell time for XETV (Mexican-licensed tv station with transmitter in Tijuana but studios and offices in San Diego) as an independent outside operator.

Al's San Diego-Los Angeles shuttling ended when Copley Press, owner of two San Diego daily newspapers, *Union* and *Tribune*, engaged him as program director of KCOP. When the station was sold to the Bing Crosby-Kenyon Brown syndicate, Mr. Flanagan was promoted to vice president and general manager of KCOP. He is now also responsible for KPTV (TV) Portland, Ore., as part of his duties as a NAFI Corp. broadcast division vice president. Finally, he is director of program development for Crosby/Brown Productions, one of whose major functions is the syndication of the non-fiction programs Al has tried and proved at KCOP.

Al lives in the Hollywood Hills with his wife, the former Effie Mims Davis, whom he met at the U. of Florida where she was a librarian. Perhaps as an escape from too much professional tv watching, his hobby is listening to hi-fi stereo music.

# Minds in conflict: which will win?

AS WAS to be expected, broadcasters have split into several camps with diverse views on how to meet the investigatory crisis.

There is one camp which urges minimum action. This is the let's-lie-low-and-let-it-blow-over camp.

There is another which advocates an intensification of lobbying. This is the let's-start-some-political-backfires-and-scare-hell-out-of-Oren-Harris camp.

There is a third which thinks that stronger language in the television code will be enough to quiet the critics, a fourth which is suddenly requiring disc jockeys to sign affidavits of honesty, a fifth which wants to create a citizens advisory committee that would be powerless but respectable, a sixth which . . . but why go on?

All these camps are dominated by what can be called the Advertising Mind. They are reacting to the wave of criticism exactly as they would react to a marketing problem. They are considering television and radio as products to be sold, not as communications forces having greater power than any others yet devised.

There is still another camp (and it is encouraging to observe that its membership is growing) which believes that the times invite, indeed demand, a fundamental revision of broadcasting policy. This camp looks upon the crisis as an opportunity. It is the camp of the Communications Mind.

Both the Advertising Mind and the Communications Mind are national assets. Without either of them this country would be much poorer. But in function and purpose they differ radically, even though some of the vehicles they use are the same.

THE purpose of advertising is to influence. Advertising for a soap is intended to influence people to use that soap. Advertising for U.S. Savings Bonds is intended to sell bonds. Advertising for fire prevention is intended to influence people to avoid setting fires.

The purpose of communications is to inform. If the information happens to influence people to take actions or adopt points of view, that is an incidental by-product. The communicator seeks to enlighten or to amuse. He does not count it his job to persuade.

The responsibilities of the advertiser and the communicator differ to the same degree that their objectives differ. The advertiser has no responsibility beyond that of influencing people to accept a particular product or idea; it would be both unrealistic and unfair to ask him to assume a burden heavier than that. The communicator has the responsibility of conveying to his audience all the information on a diversity of subjects that it is within the capacities of him and his medium to convey.

What happens when the Advertising Mind takes charge? It creates billboards, car cards, window displays, direct mail brochures and the weekly shopping news.

What happens when the Communications Mind is in command? It creates the *New York Times*, the *New Yorker*, *Life*—a thousand organs of information that could be named.

Both billboards and the *New York Times* serve useful purposes, but it hardly need be said that their natures are dissimilar. The point is that the more dominant the Advertising Mind becomes, the more its product will tend to be a billboard; the more dominant the Communications Mind, the more the product will take on the character of an organ of communication. It is pertinent to add that the more effective a communications organ becomes, the more effective it also becomes as a carrier of advertising. The *New Yorker*, which is indisputably controlled by the Communications Mind, has been obliged to ration its commercial content.

Is it possible for the Advertising Mind and the Communications Mind to share authority over any medium? The futility of that arrangement is now being proved by radio and television. It does not demean the vast achievements of those media in any way to say that they can grow to their full potential only if the Communications Mind assumes control.

FROM the beginning of broadcasting, the Advertising Mind has been at least equal to the Communications Mind in exerting authority. Too many programs have been created as advertising vehicles instead of communications vehicles which carry advertising. More often than should have been the case, the criterion of program acceptance has been: "Will it sell?" instead of: "Will it communicate?"

The ranks of program producers, whether independent contractors or employes of networks and stations, have come to include many advertising-minded people. They have had to develop the advertising point of view to fit into the media. To the degree that the creative manpower of tv and radio becomes dominated by advertising thinking, to the same degree communications thinking loses influence.

In this process a good many broadcasters have become more advertising-minded than communications-minded. It will be difficult to persuade them to re-orient their attitudes, especially when they can look to recent profit statements as a confirmation of the soundness of their views.

Yet it is obvious that the longer radio and television are subjected to the conflicting authorities of the Advertising Mind and the Communications Mind, the stronger will be the need for some kind of centralized control. In such circumstances, it is not unreasonable to fear that the government itself may move in to run things. It would be a national tragedy if the broadcast system fell under the supervision of the Bureaucratic Mind.

ALREADY influential men in government are calling for radio and television to tighten self-regulation. This, it seems to us, is a clear invitation for the communications minded broadcasters to assert themselves.

If they need a guide, they may look to the policies that respectable newspapers and magazines developed during a couple of hundred years of painful evolution. The publishing concept of a clear separation of powers between the Advertising Mind and the Communications Mind could be adopted with infinite profit by radio and tv. It could not be adopted overnight, nor could publishing practices that have grown out of basic policy be transferred bodily to radio and tv.

But the fundamental principle which keeps the Advertising Mind from working in the editorial columns of a newspaper or magazine is at least as necessary to broadcasting as it is to publishing. Some of the mechanics of application of that policy in radio and television will be discussed in this publication next week.

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